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THE TWICE PER MONTH BUSINESS JOURNAL OF TVRO

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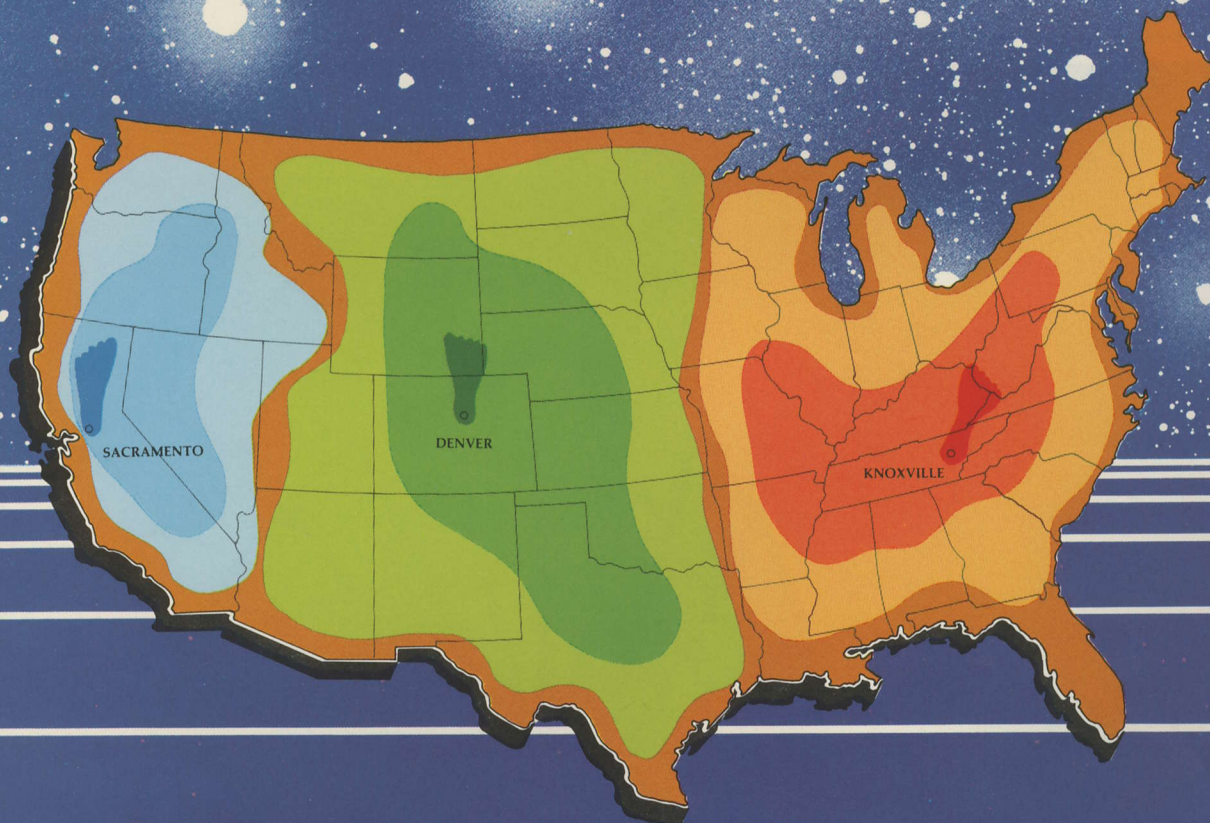
JULY 15, 1984





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JULY 15, 1984

## RAISE YOUR HANDS . . .

On June 27th, SPACE's new Executive VP sent out a 'call for nominations' to members. Anyone who was a properly paid up member could be nominated within their category to the SPACE Board of Directors. Twenty-five seats in all will be filled by this summer's elections; **12** will be manufacturers, **6** will be distributors, **6** will be dealers and **one** will represent SMATV. SPACE no longer caters to individual TVRO owners; there is no such member category.

**Before** the middle of July, all of those to be nominated will have been nominated. Then around the first of August those found to be properly qualified will be listed on appropriate ballots with around 25 words describing each nominee. **SPACE members will vote for directors within their own categories;** manufacturers for manufacturers, distributors for distributors and dealers for dealers.

The ballots will be returned not to SPACE but to an independent **outside** accounting firm where late in August they will be tallied and the winners discovered. At the joint STTI/SPACE show in Nashville September 3-5, we will have a new board and the new board will join the present board for a joint session. After Nashville, SPACE will be run by the 'new board.'

**Unlike past years,** this year there were 'primary caucus meetings' starting in May. We attended a couple including one in Arkansas in mid-May that had 11 concerned people present. Each of those meetings drew up **its own** list of recommended candidates for Director positions. Then in Niagara Falls, during the STTI show, a series of additional 'caucus' meetings were held and a final list of 12 manufactur-

ers, 6 distributors and 6 dealers was created. Through all of this, I counted nearly 100 concerned members of the industry participating. These 24 names will not be the **ONLY** names on the ballots. Many others will undoubtedly be nominated in each of four categories. One must assume that to be nominated, each person so honored must be a 'good, dedicated, bright' member of our industry.

**At the last** caucus session in Niagara Falls, held as the STTI show was literally closing down, a 'platform of objectives and ideals' was drafted. That platform contains the 'pledge' which no fewer than 12 manufacturer/OEM nominees, 6 distributor nominees and 6 dealer nominees have 'sworn' to live up to. That pledge of ideals, or platform if you will, appears here this month on **page 21**. I ask you to read it. **If you agree** this is a sound 'reconstruction policy' for a re-born SPACE, I then urge you to file **this list** away so it will be handy when you receive your own ballot for the SPACE elections just after the 1st of August.

A copy of this pledge is being mailed to each nominee; beyond the 24 identified here. Via certified mail. Each is being asked to make his (or her) position known on this 'platform.' An updated list of nominees who have agreed to support these objectives will appear in our August 15th issue.

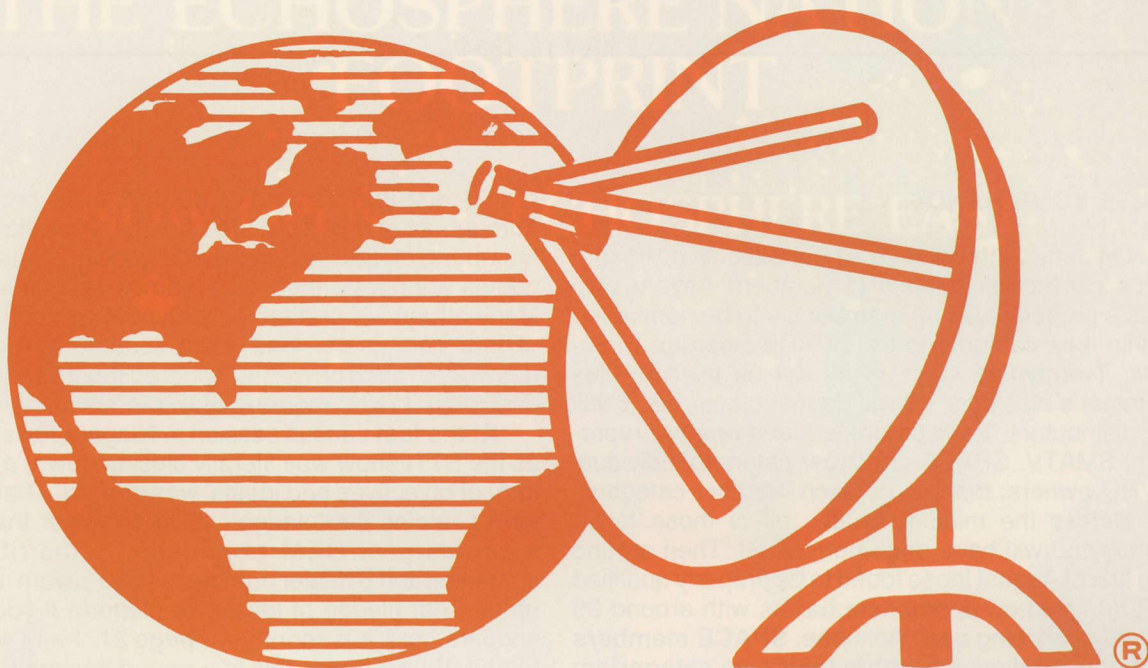
**SPACE's opportunity** to be 'reborn' with **new** enthusiasm, **new** blood on the board, and **new** professional dedication to a better industry is now before us. You, as a member of SPACE, have the unusual opportunity to directly influence the tone and quality of your trade association, **and your industry**, during the coming 12 months. Exercise that right, or run the risk of losing it, and your industry, forever.

COOP'S  
SATELLITE  
DIGEST  
/2



CSD/2 — Coop's Satellite Digest published twice per month by West Indies Video, Ltd., a Turks & Caicos Corporation with corporate offices located at Grace Bay, Providenciales, Turks & Caicos Islands, BWI. Sales and subscription offices maintained at Fort Lauderdale, FL (P.O. Box 100858, Ft. Lauderdale, FL 33310; 305/771-0505 between 9 AM and 4 PM eastern weekdays). CSD/2 is issued on the 15th of each month as the mid-month companion to CSD which has been issued on the 1st of each month since October, 1979 as the TVRO industry's original trade journal. CSD/2 is automatically sent to all domestic (U.S.) subscribers to CSD, to selected overseas dealers and distributors, plus, to all 'Dealer Members' for SPACE, the international trade association of the home TVRO industry. Subscription rates for 24 issues per year (CSD + CSD/2) are \$75 per year where U.S. zip codes apply, \$85 per year in Canada and Mexico (US funds) and \$100 per year elsewhere (US funds). **All copies are sent via AIRmail.** West Indies Video is a Pioneer class member of SPACE; entire contents copyrighted © 1984 by West Indies Video, Ltd., Robert B., Susan T., Kevin P. and Tasha A. Cooper.





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**DISTRIBUTOR News**

**BR SATELLITE** opened a new western USA facility on July 1st; a new 18,000 square foot facility in Salt Lake City which is being managed by industry veteran Roice H. Krueger. BR has also recently opened an additional 17,000 square foot facility on the east coast in Roslyn, New York. BR will be displaying at both the forthcoming Reno (Wespercom) and Nashville (SPACE/STTI) trade shows.

**BROOKS SATELLITE, INC.** (42 Edgeboro Rd., East Brunswick, NJ 08816; 201/828-5335) has announced the 'launching' of a nationwide-plus satellite dealer franchise store program. Drawing from expert advisors in satellite, franchising and chain store operations, the new Brooks program (dubbed "Brooks ... The Satellite Store™") calls for establishing 392 such outlets throughout all 50 states plus Puerto Rico. The program includes private label systems and hardware, national and regional and local marketing support, franchise-dealer training, consumer financing, store design assistance and product distribution. Each store will operate in an 'exclusive territory' and each store will carry a full line of hardware and technology for private TVRO systems, apartment/condo SMATV systems, hotel and motel TVRO systems as well as narrow-use systems for schools, hospitals and private businesses. The initial goal calls for 100 outlets to be operational within 12 months. Fuller Brooks, who started in our business as a dealer, grew into distribution and now is aiming his company at a nation dealer chain, feels that a national identity for TVRO systems will greatly help the sales of products since consumers will more quickly accept the home TVRO system as a regular part of their lifestyles.

**ECHOSPHERE CORPORATION** (1905-25 West Dartmouth Avenue, Englewood, Co. 80110; 303/761-4782) has moved corporate headquarters in Colorado to a new, larger (42,000 square foot) consolidated warehouse and office facility. This will allow the firm to stock greater amounts of merchandise to satisfy dealer needs. Firm prexy Charlie Ergen reports the expansion is part of a long range development plan to maintain their leadership role in TVRO hardware distribution nationwide. Echosphere also operates TVRO distribution centers in Tennessee and California.

**NATIONAL MICROTECH** (P.O. Drawer E, Granada, Ms. 38901; 800/647-6144) is participating with General Electric in a national 'Video Explorer Van' promotion. Eighteen of the vans are being used by GE dealers nationwide as part of their fall product promotion campaign and at the end of the promotion the vans will be awarded to consumer contest participants. The Apollo Z-70 receiver has been married to a van-mounted TVRO dish antenna system as National Microtech's part in the promotion.

**SATELLITE VIDEO SERVICES** (RR#1, Box 85-S, Paul Saxe Road, Catskill, New York 12414; 518-678-9581) has released an expanded schedule of no-charge seminars for dealers. There are four categories of dealer seminars, as follows for future months:

- 1) Basic Installation Training: August 1, September 5, October 3, November 7 and December 5;
- 2) Luxor Receivers and Drives: August 8, September 12, October 10, November 14 and December 12;
- 3) Block Conversion/SMATV: August 15, September 19, October 17, November 21 and December 19;
- 4) Intersat IQ-160 Technical Training: August 22, September 26, October 24, November 28 and December 26.

Additional class sessions in basic installation training are scheduled for one Saturday per month, 9:30AM to 2 PM. The advanced dates are July 25, August 18, September 15, October 20, November 17 and December 15.

SVS also announces the opening of a third full-line distribution office; 317 E. Pleasant Valley Blvd., Altoona, Pa. (815/942-5003 or 800/242-3860 in Pennsylvania only). George Thomas formerly of Birdwatcher Satellite, is in charge of the Pennsylvania operation.

**UNITED TELECOMMUNICATIONS CORP.** (5800 East Skelly Drive, Suite 712, Tulsa, Ok. 74135; 918/665-7850) through its SATCO division has announced a Group Health Insurance program for dealers doing business with the Tulsa distributor. UTC reports April sales of \$211,967 and sales in excess of \$406,000 since it opened its doors on February 15th.

## NEW PRODUCTS/ SERVICES/ EVENTS

• **DRAKE Doubles**

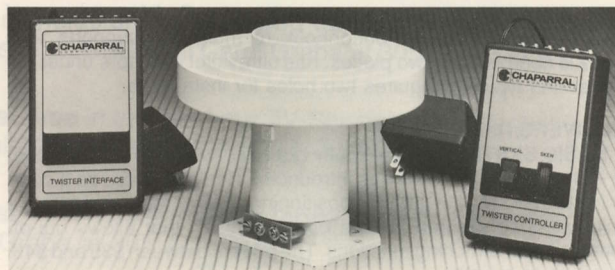
• **SAT Showtime  
Back**

**ANTENNA Bits And Pieces**

**CHANNEL ONE** (79 Massasoit St., Waltham, Ma. 02154; 617/899-1025) has announced a motor retrofit kit for the Microdyne 5 meter **Az/EI** mount antenna system. The \$4,000 price tag includes 12 or 36 VDC operation, a microprocessor controller with 99 memory positions, memory loss protection, and has a one year limited warranty. A money-back guarantee of satisfaction is included. The Microdyne 5 meter antenna is widely used in CATV systems.

**CHAPARRAL COMMUNICATIONS** (2360 Bering Drive, San Jose, Ca. 95131; 408/262-2536) has several new products in its line-up this summer. The new 'Twister' series of polarization control features solid-state electronics and ferrite control of polarization, using a technique first developed by industry feed pioneer Bob Luly. Twister 1 is compatible with those receivers already equipped for Polarotor 1 control; Twister II is compatible with Polarotor 2 control systems. Also new is the Sidewinder dual LNA feed which allows individual and independent control of polarization for both feed ports, offering both a dual pole and single-pole automatic backup system.

**Super 12 Feed** is a 11.7 to 12.7 GHz version of the popular 4 GHz super feed system. The VSWR is 1.3 to 1 or better over the 1 GHz range, cross pole isolation is 35 dB or better and the output flange is WR75 compatible. The f/D region for the feed is .33 to .45.

**CHAPARRAL TWISTER Series**

**DRACO LABORATORIES, INC.** (1005 Washington St., Grafton, Wi. 53024; 414/377-0770) has a new 27 inch actuator which they say is designed to provide 'full Clarke Orbit Belt coverage' for most popular polar mount antennas. It has an anti-freeze system to eliminate winter freeze-up, dual Timken tapered bearings, full lubrication, and a light-sensing circuit for accurate positioning.

**DRACO** has also announced a new 'self diagnostic' memory system for their Aimer III series of drives. The Aimer constantly stores information on its use and will retain that information so that a dealer may 'ask' the Aimer III to tell it exactly what the customer did with it. For example, the dealer can ask the controller (1) how many times has the customer tried to re-align the orbit belt, (2) how many times has the power failed, (3) how many times has the dish jammed up against something, (4) how many times has the fuse been replaced, and, (5) the total number of customer-created 'errors.' The Aimer III also has an 8 hour adult-lock in case the user forgets the code used to place the system into lock (or lock out).



**EAGLE'S PREY** (6921 Andasol Avenue, Van Nuys, Ca. 91406; 818/345-6826) is an unusual new method of TVRO antenna positioning. It utilizes a pre-programmed 'robot arm' to direct the TVRO antenna in both azimuth and elevation, on command. The arm will move the dish from horizon to horizon in azimuth or from 0 to 90 degrees in elevation with a repeatable accuracy of  $\pm 0.2$  degrees. A pair of 24 VDC motors move the dish. Models currently available are for 6 and 8 foot dish antennas; additional models for 10 and 12 foot antennas are planned. Pricing is \$1600. The system should be very useful for Molniya tracking systems as well as mobile systems where north/south alignment of the antenna baseline may not always be practical.

**EARTHSTATION ACCESSORIES** (P.O. Box 182, New Carlisle, Oh. 45344; 513/845-1803) has announced a new low cost LNA cover designed to fit virtually any LNA feed system with virtually any LNA support method. It is available in several colors.

**GAMMA-F CORP.** (3111 Fujita St., Torrance, Ca. 90505; 213/539-6704) has announced their 'Gamma-fed 3742 series' of antenna feeds/LNAs has been improved and updated. The feed system marries the scalar feed plus a faraday (ferrite) type of polarization rotation system to internal LNA equipment so that the user has both feed **plus LNA** in one integrated unit. System performance is typically in the 100 degree or better region with LNA gains in the 52/53 dB region. One version allows simultaneous reception from both vertical and horizontal polarized signals through the same feed system, each of which is processed with its own LNA package. This is a variation of a dual-mode or hybrid mode feed package with the primary difference being the totally integrated approach of the system.

**HOUSTON TRACKER SYSTEMS** (8000 Harwin, Suite 397, Houston, Texas 77036; 713/784-8953) reports dramatically increased demand for their Tracker II and Tracker IV series of antenna controllers. The latest product version is IV-**Plus** which allows interfacing the TVRO receiver with the Tracker so satellite selection, polarization control, channel-selection are all controlled with the UHF wireless remote control. One of the big advantages to the system is that many receivers that were not designed for remote control can now be remote controlled with the interfacing of the Tracker IV-Plus system.

**SKYTRONICS, INC.** (6750 SW 111th Avenue, Beaverton, Or. 97005; 503/641-6155) has announced 'Weather Pod' for enclosure of LNAs mounted on either buttonhook or multi-strut supports. The device is fiberglass, in two pieces, has ultraviolet inhibitors under the gelcoat and typically requires two holes for installation.

#### RECEIVERS/Related News

**BASIC SYSTEMS** (1919 South 129 East Avenue, Tulsa, Oklahoma 74108; 918/437-7066) has introduced 'Remote-Mate,' as a companion to their satellite antenna positioning system. Remote-Mate is a cable-extended infrared remote control system that allows out-of-room control of switching functions. The price is between \$35 and \$45, a function of quantity.

**ELECTROHOME LIMITED** (809 Wellington St. North, Kitchener, Ontario, Canada) has announced their model SR24 satellite video receiver which features micro-processor control. Frequency synthesis for both video and audio carrier and sub-carrier frequencies is employed for high stability with a 30 MHz video SAW filter IF and audio

tuning from 5 to 8 MHz. The receiver has an 'RF loopthrough' feature allowing multiple receivers to share the same antenna and down-converter.

**R.L. DRAKE COMPANY** (540 Richard Street, Miamisburg, Ohio 45342; 513/866-2421) is completing a new 45,000 square foot expansion which will nearly double the firm's production space, and, it has extended from 90 days to one year the factory warranty period for all parts and labor for all TVRO hardware. Previously labor was warranted for 90 days and parts for one year. Service experience, in particular on the ESR240 receiver introduced to the industry some 9 months ago, has been excellent according to Drake's Mike Brubaker, resulting in the extension of the basic warranty period.

**INTERSAT** (1000 Lake Saint Louis Blvd., Lake Saint Louis, Mo. 63367; 314/625-4617) has shipped 200 of the firm's Baby-Q receivers, specially modified, to Australia for the international TVRO marketplace in the Pacific. The 'international version' of the Baby-Q is designed for full or half transponder format signals and to work with lower-than-normal signal threshold levels.

An INTERSAT IQ-160 system has also been selected by the New Orleans World Fair exhibition being operated by NASA. As a special part of the NASA exhibit, live coverage from F4/TR24 of any manned NASA missions during the period the fair is open will be shown via the system in New Orleans.

**NORTHWEST SATLABS** (806 NW 4th Street, Corvallis, Or. 97330; 503/754-1136) is especially proud of the acceptance for their COSMOS II Automatic Satellite Receiver. The unit is totally automatic. When installed with a Chaparral Polarator II feed, the COSMOS receiver uses a new AFC approach plus a new receiver innovation they call Automatic Signal Seeking Polarity to select the proper polarization each time the transponder selection is changed. This totally eliminates customer/user frustrations with skew adjustments, fine tuning, polarity switching and Satcom-Westar 'reversing.'

Additionally, the receiver has automatic protection of the down-converter powering (shorting the line will not blow a fuse), a high sensitivity signal level metering circuit and an audio tuning system that includes muting between sub-carriers, and, automatic narrow-band (audio) volume compensation. The downconverter is double conversion with a claimed noise figure of 12.5 dB.



COSMOS II 'Automatic' TVRO Receiver

**SATELLITE TECHNOLOGY SERVICES, INC.** (STS/2310-12 Millpark Drive, Maryland Heights, Mo. 63043; 314/423-5560) has introduced a new receiver line to the North American market; the 'Cosima.' The unit is designed as a 'basic receiver system,' less bells and whistles which drive the consumer price upwards. Fine tuning, polarization selection and AFC are on the front panel; a tuning meter reads out signal strength. An RF modulator, polarization control and stereo processor are built-in. Stereo includes matrix, multiplex or direct service.



ELECTROHOME's SR24

NEW PRODUCTS/continues on page 28.



# ATTENTION / INDUSTRY:

Some rapidly approaching deadlines to be mindful of . . .

- July 31st:** **LAST DAY** to sign up as an 'Official 5th Birthday Celebration' corporate sponsor for industry's Nashville Birthday party (call Carol Graba at 305/771-0505).
- August 05:** **DEADLINE** for manufacturers/distributors to make **color** advertisement **space reservations** for October 1st 'Fifth Anniversary/TVRO Special Issue' of CSD (call Carol Graba at 305/771-0505).
- August 10:** **DEALERS/** deadline to submit dealer-special 'We Were Here in '84' 1/8th page **advertisements** for '5th Anniversary/TVRO Special Issue' of CSD (mail to CSD, P.O. Box 100858, Ft. Lauderdale, Fl. 33310 or call Carol Graba).
- August 10:** **DEADLINE** for manufacturers/distributors to make **black and white** advertisement **space reservations** for October 1st 'Fifth Anniversary/TVRO Special Issue' of CSD (call Carol Graba at 305/771-0505).
- August 15:** **DEADLINE** for all distributor and manufacturer **advertising copy** for October 1st '5th Anniversary/TVRO Special Issue' of CSD (call Carol Graba at 305/771-0505).
- August 15:** **DEADLINE** to reserve **commercial time** in the two-hour TV Special to be telecast via Satellite October 18, 1984 (call Carol Graba at 305/771-0505).
- Septem 15:** **DEADLINE** to have all commercial TV time 3/4" **master tapes** at CSD offices for October 18th telecast (call Carol Graba at 305/771-0505).

## NOTE:

Normal publication deadlines remain unchanged; only the October 1st issue of CSD is moved ahead. CSD/2 advertising space reservations for August 15th (**last publication prior to Nashville**) is August 1st. CSD/2 advertising space reservations for September 15th (**with full Nashville report**) is September 1st (August 31st/Friday). CSD for September 1st (released in Nashville) deadline is August 5th. When in doubt, call Carol Graba at 305/771-0505!



## CSD/2 DIALOGUE David Johnson On SPACE FISCAL Responsibility

### CONCERN For Our Future

David Johnson is President of Paradigm Manufacturing, Inc., the Redding, California based manufacturer of 'Paradigm' TVRO antennas. Johnson entered the TVRO business in the spring of 1980, selling and installing 11 foot ADM antennas, Amplica LNAs, and AVCOM PSR-3 receivers. A typical system cost \$10,000, installed, in those days. And making a profit, and keeping the systems running, was a struggle; in spite of what may, **by 1984 standards**, seem like inflated pricing.

In 1981 Johnson entered the TVRO OEM side of the business by introducing his first multiple-rib, ring-supported screen mesh (Paradigm) dish. His firm languished until the fall of 1982 when his antenna suddenly 'caught on.' The most recent **CSD Industry Dealer Survey** reported that Paradigm antennas are the **most sold** and **most dealer supported** antennas in the industry today.

Johnson, not one of the **pre-1980** industry pioneers, qualifies as a 'second level pioneer.' He typifies, with perhaps greater success than many, that 'second wave' of entrepreneurs who entered our industry after much of the foundation work had been done to create the 'basic system.' He sought to profit from the established hardware systems by becoming a part of the marketing, and then creation, of the systems.

In the fall of 1983, Johnson was elected first as President of the SPACE Superfund and then secondly as Chairman of the Board of SPACE; the trade association. He reached both elected positions because of his intense dedication to the healthy growth of our industry, and his high level of business ethics.

Speaking in a CSD/2 interview published on May 15th, SPACE's Executive Vice President Chuck Hewitt pondered the real contributions of both Johnson and SPACE President Peter Dalton. Both had been elected to the SPACE management team at a time when the industry was entering a traumatic period of strife. The infamous 'show battles' were just ahead, although neither Johnson nor Dalton could know that when they were elected. Hewitt reflected on what those 'show wars' had done to the elected term of Johnson and Dalton and noted "It (the side effects of the show battles) is **probably not fair to them. We may never know the true measure of either man as a result of these circumstances. Any conflict such as this (show battle) that detracts from the available time for men such as Johnson and Dalton to make positive contributions to the industry is bad for the industry....**"

The 'show battle' was on Johnson's mind a great deal between mid-December and mid-May. But something else was bothering Johnson as well. The show battle had brought out the 'best', and 'the worst' in the participants. Some of what he witnessed in 'the worst' category gave him tremendous personal concern for the viability of the trade association, and indirectly, the entire industry. Out of the show battle came a new recognition that **some** of the structuring of SPACE may not be 'ideal' for our rapidly growing industry.

### THE PROBLEM Is In The Check Book

Johnson, not uniquely, became conscious that SPACE was operating without direction. It was reacting with knee-jerk responses to

fires often set by others, and its 'fiscal policy' consisted of occasionally trying to balance the check book.

It has bothered many that SPACE has **never had** an annual budget process. At no time in the past has the SPACE board attempted to fashion a budget in advance for a year. And it has bothered the board, or at least Johnson, that the check-book that controls SPACE is itself controlled by an outside supplier to SPACE (the law offices of Brown and Finn).

This all came to a head during the June 5th meeting of the Board of Directors in Chicago. **Johnson asked for a financial report from the Treasurer.** He felt the board was entitled to **know** the financial status of the trade association. He was told there was no treasurer's report because the treasurer did not know how much money SPACE had, nor, how much money SPACE actually owed. **Johnson was internally enraged.** He made the motion that ALL future board meetings should include a full treasurer's report. He asked for a 'second' to his motion. **There was none.** And he was incensed that out of the 13 members or so sitting at the board meeting, **not one felt there was a need to know the financial condition** of the trade association on a routine basis.

He was able to piece together the following 'general information' concerning the state of SPACE fiscal-health on June 5th:

- 1) At that point, SPACE had approximately **\$7,000** in the bank;
- 2) And, the trade association owed approximately **\$115,000.** SPACE even owed money to Caesar's Palace in Las Vegas for the March 1984 trade show.

Johnson reflected on these facts, out loud, before the board. The trade association was operating 'in the red'. Numerous suppliers were owed money dating back to at least March of 1984 (90 days plus). There was no financial accounting available to accurately determine just how good, or bad, the financial condition really was. And, the board meeting in Chicago seemed unconcerned that this **was** the state of affairs. Only he cared enough to want to get knowledge in this area, and when he offered a motion that would have 'forced' Brown and Finn to share the financial condition in detail with the board, he was not able to obtain a second for his motion.

**All of this happened concurrent with** the presentation to the board of two proposed budgets. One, from Chuck Hewitt, had previously been reviewed by the Executive Committee. Hewitt had requested just over \$1,000,000 for 12 months. EXCO had decided that \$780,000 was more in line for operating dealer education programs and membership services. The second budget program had been prepared by outside legal supplier Brown and Finn; it requested slightly over \$1.1 million for 'legislation, lawsuits and lobbying.' **The sum of the two budgets was between \$1.9 and \$2.1 million.**

Hewitt had prepared a study of how much income the trade association could expect in the fiscal year. The most optimistic such projection suggested that **\$1.2 million might be available.** Clearly, to Johnson, something in the combined budgets of \$1.9 million 'had to give' if the anticipated revenues were to be no more than \$1.2 million. The Chicago board assembled found the subject apparently distasteful, and more concerned with catching their scheduled airplanes than resolving the issue, they decided to hand the legal budget proposed back to the Executive Committee. Hewitt's \$780,000 budget, essentially approved by EXCO, was placed in limbo as well **pending the final outcome** of the two joint budgets in their final form.

### Which brings us to this CSD/2 interview with Johnson.

Johnson has wrestled with all of the options, in his mind, to straighten out the ongoing SPACE problems. That process has aged him considerably. He has felt that whenever he has attempted to instill fiscal integrity into the SPACE board meetings, the subject has turned into a 'test of his will' versus 'whom do you trust?'. Whenever the subject is brought up for discussion, there has been the attitude that 'Counsel knows best' and 'Don't question the details; counsel will take care of us.' The attitude of the board, says Johnson, "... **is best exemplified by a statement from Treasurer Behar which came at the close of the Chicago budget discussion. Behar was asked how we could function, being 'in the hole' more than \$100,000? Behar shot back 'We have always operated that way, and we always manage to squeak through. Why change things now!'**"



**CSD/2:** You are going 'public' with the interview and your case for that is perceived to be 'fiscal reform' of SPACE. Why have you decided to do this, at this time, and in this way?

**Johnson:** "I see no other way to obtain reform. I am not going to be a very popular guy for the remainder of this board term. I may even be a 'lame duck' Chairman from now until October. I may even find my particular class of SPACE members (Pioneers) sufficiently angered by this interview that I will not get re-elected to the board. I accept all of those risks because we are talking about the survival of a trade association. I have a personal code of ethics and if I violate that code, I cannot live with myself. I see three possibilities here: (1) In spite of this interview, in spite of the tremendous efforts of the 'Friends of SPACE' group, the present board or people just like them wins re-election. I would not anticipate being an elected member of such a group simply because I 'blew the whistle.' In my view, if this is what happens, we are done as a trade association. (2) Because of this interview and the efforts of the 'Friends of SPACE' group, there is an almost complete turnover of the Board and we have at least a fresh outlook on management of trade association affairs. But because of my decision to 'blow the whistle,' I am not personally re-elected. I could live with that, even though I very much want to participate in getting SPACE straightened out, because we would have a new opportunity to change the way things are done. (3) Or, we have a new board composition and I am also re-elected from within my own (Pioneer) category. In my mind, that is the most desirable result of all of this. I am not a quitter and I do not like to leave jobs uncompleted."

**CSD/2:** What is the job here; where would a new board begin the reconstruction process?

**Johnson:** "We start with planning. How can you be asked to approve a \$780,000 operating and administrative budget, and a \$1,100,000 plus legal and lobbying budget when you don't have any clearly defined goals? This trade association has no direction; we don't know where we are going! We mumble about helping dealers, setting standards, holding trade shows, doing television programs, fighting zoning, getting legislation passed and on and on. But nobody will sit down and make a list of the goals and objectives of the trade association. If you don't know where you are going, how on earth can you project how much it is going to 'cost' to 'get there'!"

**CSD/2:** You are suggesting that the board has been presented with a massive dollar budget but no business plan for administration?

**Johnson:** "It is worse than that. We have an outside supplier, Brown and Finn, preparing the largest portion of our budget. I liken it to being a dealer and your distributor sales rep comes into your shop and says I think you need 12 Janell receivers, sixteen Amplica LNAs, nine MTI motor drives. And, you are sworn to simply accept his suggestion for stocking your shop, even though you may not need any or all of that. And it gets worse than that. After the distributor sales rep tells you 'you will' take that particular group of merchandise, he takes your check book and your right to write your own

**"I would not anticipate being an elected member... because I blew the whistle ..."**

checks. That is exactly what has happened here."

**CSD/2:** It is amazing to hear that the budget process has deteriorated into a 'shopping list' from an outside supplier.

**Johnson:** "In Chicago, I tried very hard to focus on this issue. Frankly, I lost 'my cool' and I didn't do a very good job of explaining my concerns. I was very frustrated when I realized that I was the only one sitting there who refused to accept the \$1.1 million budget request from Brown and Finn 'on good faith.' The board, much to my amazement, did not want to accept responsibility for even going over the three page, 50-line-item budget from Brown and Finn. They totally neglected responsibility for establishing an association business plan or reviewing the budget. They were more interested in catching their airplanes .... and they left it by dumping the whole thing into the laps of the Executive Committee."

**CSD/2:** So now we have not 15 or so board members reviewing the \$1,100,000 budget plan, but four members; the Executive Committee. Who are they?

**Johnson:** "There are four voting members of EXCO. Peter Dalton (KLM), Ron Wysong (R.L. Drake), Bob Behar (Hero Communications), and, myself; plus Brown and Hewitt who do not vote."

**CSD/2:** Are they up to the job?

**Johnson:** "Perhaps. But to me a bigger issue is the decision of the full board to 'duck the issue.' When the board refuses to establish goals for the trade association, plans to reach those goals, and then budgets to carry out those plans, we get exactly what we deserve. We get a supplier telling us what our goals are, how we are going to obtain those goals, and how much HE is going to charge us to get there. I couldn't run my business that way; I don't think we can run a trade association that way. We need more people involved in the process of setting goals, developing plans and approving the budget; not fewer. It is far easier to corrupt four people than it is 25. And it is far easier to corrupt 25 than 1,000. Our own direction is backwards."

**CSD/2:** Is corrupt the proper word, here?

**Johnson:** "Probably not. Corruption suggests people can be bought or persuaded in an unethical manner. I am not suggesting that is happening with EXCO. But you have to realize that the closer a person gets to being a top level management type in his own business, the busier and more complex his schedule becomes. An example. We tried to schedule a meeting of just EXCO sometime late in June or early in July, out in front of the scheduled July 25th meeting of the full board in Washington. Dalton was

**"I don't think we can run a trade association that way ..."**



heading to Europe; Wysong was heading out of the country; I was off on a long business trip, and Behar was leaving the country. There was no way we could mesh our four schedules before July 24th; the day just prior to the full board meeting. You are asking a great deal of four, very busy, people when you ask them to carefully and properly consider a complex \$1,100,000 budget request in a matter of hours. So what we have happening, just as has happened from the day SPACE was founded in February of 1980, is that we have to battle to get a quorum of board members to a meeting, when they get there everyone has scheduled a departure flight for mid-afternoon of the board meeting day, and, when we get to the tough questions we have no time left to properly address the questions. So now we shove the problems at the Executive Committee and then they can't get together either. There is abdication at all levels and we are right back where we began; Brown and Finn makes the decisions and we are stuck with those decisions."

CSD/2: Explain the fiscal year to us.

Johnson: "Many corporations elect to start their financial or fiscal year at sometime other than January 1st. In SPACE's case, our year begins on April 1st and runs until March 31st. When we talk about approving a budget for the 1984 fiscal year, we are really talking about money that will be spent between April 1, 1984 and March 31, 1985."

CSD2: Yet we are just now addressing the budget for that 12 months? When the board meets on July 25th, we will already be 116 days into the year. That's 32% of the year, already gone. Does that mean that our real fiscal year will not begin until we do have a budget?

Johnson: "No, not at all. The budget from Counsel was prepared in for quarters of three months each. Even though we didn't start talking about a budget until June 5th, which was 66 days into the fiscal year, we had been spending money for all of those 66 days already."

CSD/2: By what authority was SPACE spending money for those 66 days?

Johnson: "By the same authority we have been spending money from the day SPACE began; by Brown and Finn control of the SPACE check book."

CSD/2: Didn't that bother anyone?

Johnson: "Only me. Again, remember that the board refused to even back my motion that we have routine financial reports from the treasurer (Bob Behar). Let me give you an example. I took the total budget submitted by Brown and Finn and I divided it by 365 days. It comes to \$3020 per day, every day, including Sundays and holidays. That told me that we had already spent, just for legal work, \$199,000 plus in 66 days. That is not inclusive of any operations budget for Hewitt. Then I took the \$1,200,000 which we optimistically projected would be our revenue for 12 months and I subtracted the \$780,000 'interim-approved budget' for Chuck Hewitt. That left, \$420,000 for legal work if we approached the budget with the business sense that we would not spend more than we took in. Now I subtracted the \$199,000 we have already spent for legal side from the \$420,000 and that left but \$221,000 to spend in the remaining 299 days of the year. I

tried to point out to the board that we should at least place a temporary limit of how much per month Brown and Finn could spend of our money pending completion of a budget; a temporary 'cap' on spending."

CSD/2: And what happened?

Johnson: "Absolutely nothing. I might as well have been shouting into a box canyon. The only sound I heard was my own breathing. When I later suggested to Wysong, Dalton and Behar that we place an immediate EXCO cap of \$10,000 per month on Brown and Finn spending, pending the formal adoption of a budget, I got agreement

### TO REGISTER YOUR VIEWS ...

The Executive Committee of SPACE is scheduled to meet in Washington, DC on July 24th to consider the budget discussed here. You may register your views with any of the following members of EXCO prior to that time:

- 1) **Ronald Wysong**/ R.L. Drake Co./513-866-2421
- 2) **Peter Dalton**/KLM Electronics/408-779-7363
- 3) **Bob Behar**/Hero Communications/305-887-3203
- 4) **David Johnson**/Paradigm Mfg. Co./916-365-9131

Additionally, the following seven members of the Board represent the 'Pioneer Group' on the board and each plays an important part in determining policy for the trade association (full board meeting July 25).

- 5) **Ted V. Anderson**/ Automation Techniques/ 918-836-2584
- 6) **Charles A. (Bud) Ross**/ Birdview /318-431-0400
- 7) **Donald Berg**/ Channel Master/ 914-647-5000
- 8) **Taylor Howard**/ Chaparral Communications/ 408-262-2536
- 9) **Clyde Washburn**/ Earth Terminals/ 716-223-7457
- 10) **Jerry Moore**/Gould-Dexcell/408-943-9055
- 11) **Robert Dushane**/Janeil Corp. /213-881-4155

only that we should have a budget but no agreement that we should stop spending money we do not have. I was very discouraged."

CSD/2: You, Wysong, Dalton and Behar all share one thing in common, in addition to being on EXCO. You are all Chief Operating Officers for your respective companies. I know these people are your friends, but does it not perturb you that something less than good business sense is being used here?

Johnson: "I cannot imagine that Ron Wysong, or Peter Dalton or even Bob Behar operate their companies without established clear direction and goals, annualized projections of income, and a balancing set of annualized projections of expenditures.



And I could say the same thing about most everyone else on the full board as well. No, I don't think that these people are bringing the same good business sense to the board which they obviously practice in their corporate offices."

CSD/2: Why?

Johnson: "I worried for some time that I was the misfit; that since only I seemed to be concerned about fiscal responsibility, and only I was not giving blind faith support to Brown and Finn, that I was the oddball in the group. This tore me up pretty bad, let me tell you. I had a very unpleasant spring because of this worry. Then I finally figured out what was happening. Brown is like the Pied Piper. He mesmerizes his audience. He is the most persuasive person I have ever met in my life. I do not do him an injustice nor do I mean it as slander when I characterize him as a 'silver-tongued-devil.' He is the best there is at leading people around. Even strong willed people like some on the board. That's one of the reasons SPACE has done so well in Congress and at the FCC; he knows how to change a person's mind, or his perception of right and wrong. We need that in some situations. But we don't need that on the board. We need people who are not persuaded by brilliant oratory and people who are not so easily convinced that ONE MAN knows what is best for all of this industry. We need a board that is made up of 'Doubting Thomases'; people who say 'I will vote my convictions, not my emotions.' We have not had that to date."

CSD/2: If a significant number of board seats 'turn over,' if there is a substantially new board on October 1st, and you are returned to the board, how would YOU propose to deal with the control of the check book?

Johnson: "I would hope that long before October 1st there will be a fiscal 84-85 budget. It won't be a perfect budget, it may not even be a balanced budget. But I don't see how we can get to October 1st, 183 days into the current fiscal year, and not have some sort of controls on our budget. If we get to October 1st, and we have not resolved the budget question, we will have spent \$552,660 of the current year's fiscal budget for legal costs. If we had only \$420,000 left to spend all year on legal matters, after approving Chuck's \$780,000 budget request, we will be \$132,660 in the red or overdrawn at that point. We might survive being \$132,000 overdrawn, but could we survive from October 1 to March 31st with NO MONEY left to spend on legal matters? I doubt it."

CSD/2: And the check book?

Johnson: "It seems like such a mechanical thing to say to Brown and Finn 'Hand over the check book to (Chuck) Hewitt.' This present board is so mesmerized by Brown that a motion to that effect would go just as far as my motion to have routine treasurer reports. I would be talking into a box canyon and I'd only hear my own echo. Whenever something like this comes up, the immediate response is 'HOW can you not trust Rick Brown; look at all he has done FOR this industry???'. It turns into an emotional issue; everyone forgets that WE are the elected representatives of the membership, and that Brown is an employee."

"... every hour SPACE uses at Brown and Finn costs up to \$140..."

I felt like a helpless fool in Chicago because I was the only one with the audacity to request a financial report. Everyone else sat there wondering how I could question the financial integrity of Brown and Finn. There is complete, blind, trust and faith in Rick Brown. And I am not necessarily questioning my trust of him; I am simply trying to say 'The guy running the store should determine what inventory he wants to keep on his shelves, not the salesman who comes in the door.' It is just that simple; it has nothing to do with blind faith and trust. It has to do with each member of the board being able to look his constituents squarely in the eye and say 'You have elected me to represent YOU on the board, and I am doing that to the best of my ability.' I don't see how I can look fellow Pioneers who voted me into office in the eye and tell them I am watching out for their interests when I don't even know how much money we have in the bank nor who we owe more than \$100,000 to!"

CSD/2: The proposed legal budget is very large. You have studied it at length. What would you like to see done with it?

Johnson: "Bottom line first? I'd trim it from over one million dollars to no more than \$250,000. Now since Brown and Finn, if they got all of that \$250,000 as outside suppliers, would see a drop in their income from SPACE of more than \$850,000 if I had my way, you can imagine how popular my position is with Rick Brown, or the EXCO! Then I would do something else; I'd take that \$250,000 or so and I would spend most of it in-house. I'd like to see a staff attorney, a para-legal, and a file clerk. Here, let me share some examples: (1) In the proposed budget we have \$242,000 set-out for zoning work. There are two big chunks in that; \$65,000 in legal fees for handling just four zoning cases and \$102,500 for something Brown and Finn calls 'preventative zoning.' A lesser item calls for spending \$26,000 for (and I quote) 'Tracking zoning ordinances, phone calls and letters.'

"I do not question the importance of zoning. We have to win this battle. But I do question why we are planning to spend \$37,000 in Dade County, Florida for two zoning cases there. Are these the best two zoning cases we can select to establish precedential zoning decisions? I worry about how we go about selecting zoning cases to financially support when two of them are in the county of an officer of SPACE and one of those two is across the street, literally, from the home where a SPACE officer lives. It simply suggests we may not be using the best 'selection process' to fight the zoning battles. The \$26,000 for keeping track of zoning ordinances is a file clerk function. I doubt many

"... the board has never really had any control over the flow of funds..."



people realize that every hour we use at Brown and Finn costs SPACE up to as much as \$140. They bill SPACE for every minute they spend on SPACE work and their rates are never lower than \$65 per hour. At \$65 per hour, we are talking about spending 400 hours, in 12 months, filing or keeping track of zoning ordinances. At a total cost of \$26,000. **Even in the Washington, DC area we can hire a file clerk for \$26,000 a year.** If we do this, we get **40 hours per week** for 50 work weeks or 2,000 hours of a person's time for \$26,000. If we allow Brown and Finn to perform the same filing task, we get 400 hours of time for the same money. It is very clear to me, if you go over **all 43 line-items** on the proposed budget, that you could **save SPACE well over \$600,000** by simply moving the proposed jobs **out of Brown and Finn's office and into SPACE's office** managed by Chuck Hewitt."

**CSD/2:** If this is so obvious to you, why is it not obvious to the balance of the board, or EXCO?

**Johnson:** "We are right back to blind faith and trust. **Brown and Finn say this is what 'they need' to do the job, and we have busy industry executives who are unwilling to take the time to find alternate ways to accomplish the same tasks, if indeed they ARE all needed, for fewer dollars. They would rather 'throw money' at a problem than take the time to do it right.**"

**CSD/2:** Have you 'cherry picked' the zoning as an example of the worst spending practices?

**Johnson:** "Not at all! I truly wish that the **full membership** could see the proposed Brown and Finn budget, and **understand what it says.** Here, I'll give you another example. We have a private cable or SMATV group in SPACE and they are presently represented on the board by a single board member. **Nobody seems able to tell me exactly how many private cable or SMATV members we have in SPACE, but let me suggest ten would be a large number of such members.** They each pay \$750 a year to belong to SPACE. **That's \$7,500 top income from 10 such members.** Now, Brown and Finn proposes to spend a total of \$118,700 in SPACE funds in 12 months to do **specialized work** for our private cable members. How can we justify spending **up to sixteen times as much** for SMATV problems as we take in? There are only two possible explanations for this I can see; either we have a law firm that wants to make a name for itself in Washington legal circles and we are paying for their promotion campaign, **or, we have somebody in that SMATV group who has some special problems and Brown has decided to help that person with those problems; also at our expense.** In either event, it does not balance."

**CSD/2:** Are there examples that go the **other way: large numbers of our members** affected by some problem, but where we are proposing to spend **very little** or no money?

**Johnson:** "Absolutely! Here, take FCC type certification, I understand that as many as 25 receiver manufacturers and distributors have recently received letters from the FCC **demanding** that these OEMs or distributors **stop shipping receivers** which are equipped with built-in modulators that are **not 'FCC certified.'** The FCC is telling these suppliers that they have 30 days to clean up their acts, and get legal, **or they will be slapped with large FCC fines for breaking the rules.** Can you

**"I am not comfortable having a trade association within a trade association..."**

imagine where this industry may be on September 1st, if on August 1st the FCC shuts down **90% of our receiver shipments?** Can you imagine going into the fall selling season and having 90% of the receiver brands branded 'illegal'? **Now, look at this. See how much money Brown and Finn proposes to spend during July, August and September on getting the receiver OEMs and distributors properly FCC certified?** \$300, or \$100 a month! **At \$120 an hour, that is 50 minutes a month for each of three months.**

**CSD/2:** What does this tell you?

**Johnson:** "Blind faith, run amuck, to quote something you wrote several months ago. **Here we are proposing to spend \$300 to resolve a problem that will all but totally shut down this industry this fall,** while at the same time, Brown and Finn proposes to spend **up to \$30,000** in the same 90 day period working on a **new lawsuit dealing with program suppliers who refuse to deal with SMATV systems operators. Just how bright can we be, spending \$30,000 to help ten members that collectively contribute no more than \$7,500 per year while the same time we are proposing to spend \$300 to help 990 members who contribute virtually all of the rest of our dollars per year?**

**CSD/2:** And the answer?

**Johnson:** "Planning. First you have to have a plan, a set of goals. Then you must have a clear program to accomplish those goals. Finally, you decide how much money you will allocate to achieve those goals and follow that plan. **We have none of the above.** We are a ship floundering in the open sea. I am a captain who has no rudder."

**CSD/2:** We hired Chuck Hewitt, and opened a detached office for SPACE, last March. Until that time, every dime spent went through Brown and Finn. They controlled the checkbook, and they controlled who got paid, when and how. Now with Hewitt and his growing staff, we have to support two families: an administrative family, and a legal family. Discuss this.

**Johnson:** "As far as I can research, **SPACE has never had a budget.** As far as I can determine, SPACE has never had an annual projection of goals. **Now we have a fulltime office and staff, which we must support. We must give Chuck Hewitt the tools he needs to do his work. At the same time, we must monitor his work and his expenditures very closely because it is our members' money we are spending here.** In the past, money has flowed, there has been cash flow. **But the board has never really had any CONTROL over that flow of funds.** SPACE is, today, virtually bankrupt. I cannot subscribe to Bob Behar's suggestion that 'this is **always** the way we have done things, and we will somehow get through this as well.' I **hope Bob does not run his own business with the same philosophy!** When a family has an income of \$3,000 a month and they go out and purchase two new cars, a swimming pool, a

JOHNSON DIALOGUE/continues on page 15.



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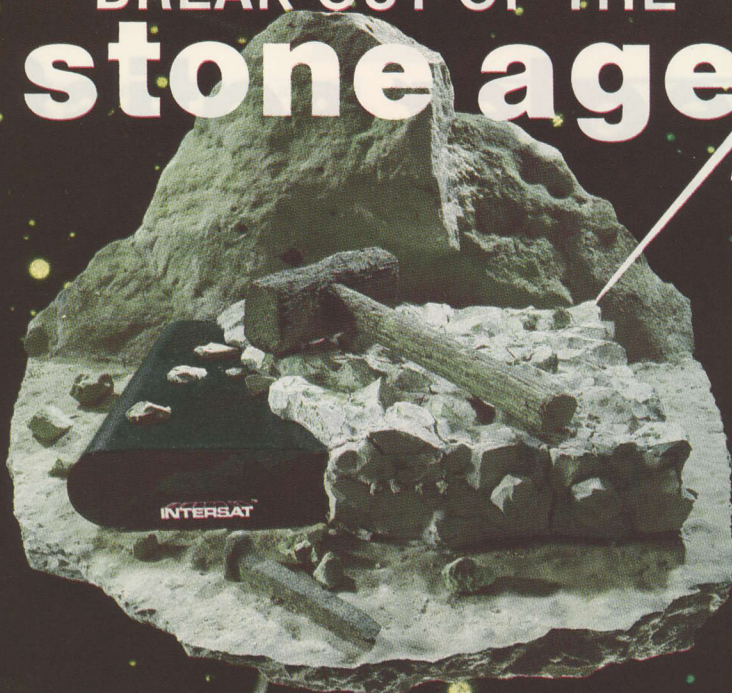
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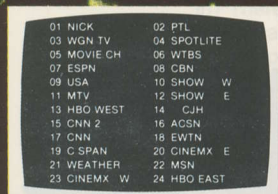
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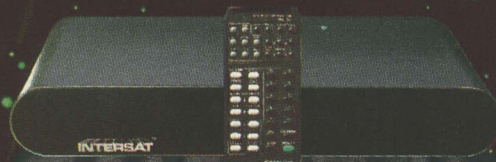
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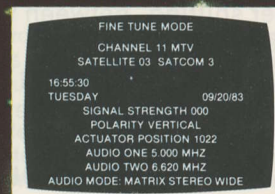
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## JOHNSON DIALOGUE/continued from page 12.

camper and a boat, and they find out their monthly payments for everything they have obligations for total \$6,000 a month, they are bankrupt. They have no choice but to return everything they cannot pay for. SPACE is no different. We cannot afford a legal budget of \$1,100,000 plus an administrative budget of \$780,000. There has to be some cutbacks. We have to economize. It may take us a full 12 months to get out from under our present deficit position, and to re-structure our projects and spending so that we have a manageable budget. It won't happen overnight, and you cannot expect us to simply cut off all spending without considering the effects of this."

CSD/2: How does one go about getting the attention of the board, any board, on the spending issue? Where do you begin? To date there has been a total reluctance of the board to come to grips with the dollar issue.

Johnson: "You begin by pointing out the organization has been run by a crisis management system. I'll define crisis management in this case as reacting to perceived crisis situations with little regard to the financial impact such a spending approval will have on the trade association. We need to completely change that system. We need to grow into a system of priorities which are in turn related directly to the areas which the majority of the members believe should have priority action. When you have clear goals, and priorities, then you can plug in the dollars you can afford for each area of activity. This will allow you to balance the budget. I don't think it can happen in the first year. There are going to have to be sacrifices made and it will be a difficult, time consuming process. Good management never comes easy but it is far more effective than simply throwing money at problems under a crisis management process."

CSD/2: Give us an example of what happens when you have crisis management; something which illustrates how we spend money on a crisis.

Johnson: "Ok, look here at this line item in the legal budget. During the three month period April through June, we spent \$57,000 to pay the legal fees for representing the SPACE side of the STTI show squabble. This, I should point out, is not the total legal cost of defending SPACE since the bulk of that cost actually occurred prior to April 1st. But we spent \$57,000 none the less to 'defend SPACE' from STTI. To put that number into perspective, each of SPACE's 1,000 members in effect contributed \$57 for SPACE's legal bills in this one area in just the 90 day period between April 1 and June 30th. That entire expenditure typifies crisis management. Compare that \$57,000 to the \$300 we project to spend during July/August/September to handle the FCC problem with TVRO receiver certification problems and you begin to see the magnitude of crisis management versus establishing priorities. When we improperly plan expenditures, we spend \$300 to save the industry from an almost total shut-down of receiver

JOHNSON DIALOGUE/continues on page 20.





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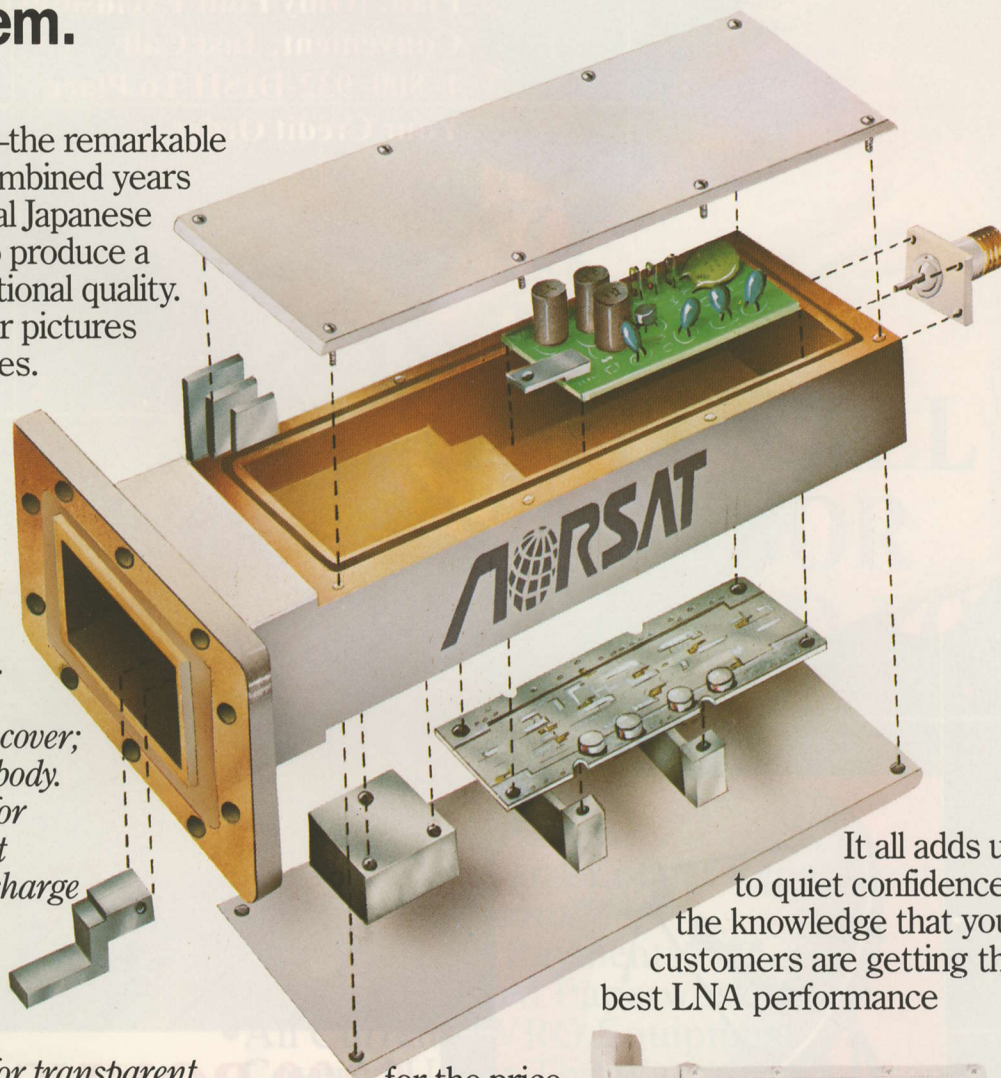
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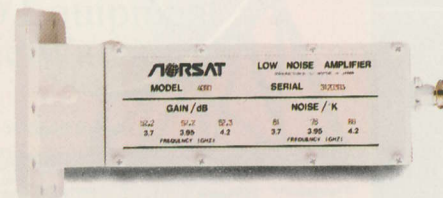
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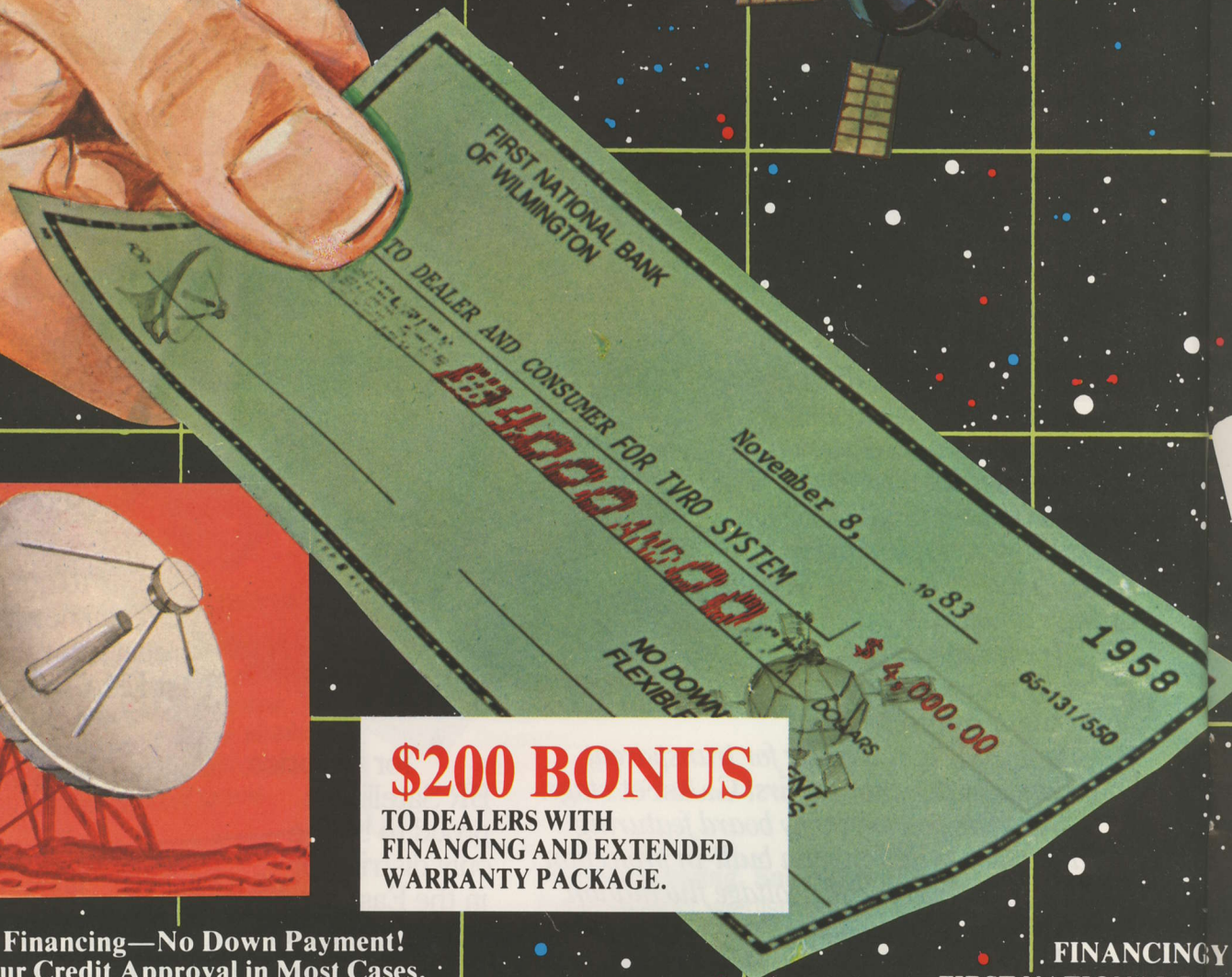
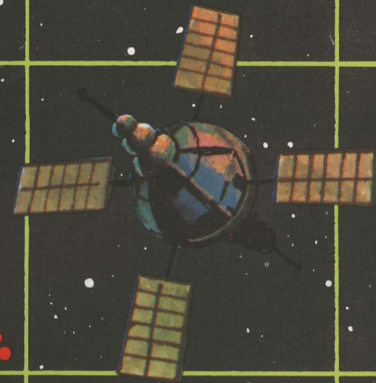
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State \_\_\_\_\_ Zip Code \_\_\_\_\_



## JOHNSON DIALOGUE/continued from page 15.

shipments. **When we have no planning at all, we spend \$57,000 in 90 days to defend a lawsuit brought by an industry member. How do you explain that to your membership?**

**CSD/2:** The STTI lawsuit brings up the source for funds which went to pay those legal bills. At the January board meeting, during CES in Las Vegas, acting with typical crisis-management response, the board voted to use money from the Superfund to pay the legal bills that would accumulate defending SPACE, plus Brown and Dalton. Superfund consists of who, and what is that money really for?

**Johnson:** "Superfund was created to defend the industry against unprovoked attacks on what we perceive to be the viewing rights of the consumers. Superfund consists of perhaps a dozen firms who kick in \$2,500 each and every month to pay the costs associated with initiating legislation (such as the Goldwater and House bills introduced during March), to pay the costs of on-going negotiations with program suppliers such as HBO, to pay the costs associated with special lawsuits such as the (Wichita) Starlink case."

**CSD/2:** Superfund grew out of an earlier program called 'The SPACE Defense Fund.' The concept was similar; it takes big dollars to pay the costs of legislation, lawsuits and so on. The Defense Fund was generating moderately big dollars. The people supporting the Defense Fund were upset that they kicked in their money while the regular SPACE board was deciding how it would be spent. They pointed out that many of the Board members were not backing the Superfund although they were deciding how the money was to be spent. That bothered them.

**Johnson:** "It is the old 'Those who pay, play' argument. My belief is Superfund should be folded back into SPACE at some future date. Superfund has financed some portion of the defense of SPACE against STTI; and it has been used for its original intended purpose as well. I'll have to be very frank about Superfund money; even though I am President of Superfund, I do not have its financial figures at my fingertips."

**CSD/2:** You do receive regular reports from Brown and Finn concerning Superfund revenues and expenditures?

**Johnson:** "No. Unfortunately, information on that fund is as difficult to obtain as information on SPACE finances. Again, that is something that needs to change. Moving Superfund directly into SPACE, and perhaps establishing a special committee within SPACE to approve expenditures from Superfund has priority with me, I am not comfortable having a trade association within a trade association."

**CSD/2:** You look upon whatever money as may be in Superfund, or may be continuing to come into Superfund, as an emergency source of revenue for SPACE?

**Johnson:** "I do; I am not so sure other participants in Superfund do so. Frankly, I cannot see anyway we can reconcile the 1984/85 fiscal budget requirements at this late date, being as far as we are already into the fiscal year, unless we borrow or simply receive a gift from Superfund. Between the commitments we have made for the Hewitt operational budget, and the likely compromise budget for the legal side of our

**"...(SPACE) bankruptcy, fiscal and moral, is just around the corner..."**

**affairs we are going to need both revenue bases to make it through this year. I hope the majority of the Superfund members will ultimately agree with me on this."**

**CSD/2:** You frown and it hurts you to have to think about the money that has been spent to date to defend SPACE, plus Brown and Dalton, against the STTI lawsuits. Why is that?

**Johnson:** "You are right. It does hurt. In my opinion, we spent \$57,000 between April and June, plus who knows how much previously, to get ourselves out of something we never should have gotten into. It is important to reflect on why we had that problem. Because the organization was not operating with a master plan, because they had no established goals, we were rushing from crisis to crisis always looking for ways to raise money, quick. That created an attitude where we were finding it necessary to do whatever it took to raise whatever funds were getting spent. When you create a situation, through poor management, where you have cash-flow demands, and no plan to cover those demands, you become a victim of 'the end justifies the means.' We got into the show business for the wrong reasons, and with the wrong pressures, I believe. Yes, SPACE should operate one or two shows a year. But we should do this as an educational forum, and a legislative showcase first, and then because we need the income, second. We didn't do it that way and because we had no plan, were always operating at a deficit, and always needed more and more money to pay our bills, we did things that probably contributed to the lawsuit. That was not bright, in my opinion. We can do better than that."

**CSD/2:** It is incredible to me that other than yourself, we have a present board that simply walked away from these problems. Your instincts told you this entire scenario was improper. There seems to be no recognition of how many dollars are being spent here, without any accountability at all.

**Johnson:** "It boggles the mind. I feel so strongly about this because I have been in financial trouble in my own life. And I know what it took me to get out of that trouble. It requires a total dedication to facing the facts, cutting out of expenditures that are not justified by the very best of arguments, and an absolute gut-level commitment to doing whatever it takes to turn it around beginning today, not tomorrow; and carrying it out."

**CSD/2:** Some of the board, some members of the industry will view this interview as a journalistic vendetta against Rick. You don't mean it that way ...

**Johnson:** "...of course not..."

**CSD/2:** ...and I don't, as the guy asking you the questions. But,

**"...we MUST stop spending money we do not have..."**



some will skip over all of this because of the strong emotional ties that Rick Brown provokes, nonetheless. **How do you convince people reading this** that for every number you have cited here, for every concern you have here, there are dozens of other equally upsetting examples that require thorough study and careful analysis by people who **MUST** take the responsibility that goes with being an elected industry leader?

**Johnson:** "You educate then, as I am trying to do. You point out that any careful analysis of our position must come to the inevitable conclusion that bankruptcy, fiscal and moral, is just around the corner. **You also point out** that unless we have a board that is totally committed to correcting this situation, **immediately**, we will have no alternative but to close down the operation. **It is that serious**, in my opinion, and the board, **whomever may be on the board**, can no longer duck these issues."

**CSD/2:** Where do we go from here?

**Johnson:** "Priority number one ... we must have serious controls placed on spending. **We MUST stop spending money we do not have.** Priority number two ... we must establish what our real goals and objectives are for SPACE. This process must involve more than simply the manufacturers; **it must involve every class of member** so we have a balanced perspective of **all** of the industry's needs. Priority number three ... look at our planned income, and then based upon our plans, goals and objectives, **allocate appropriate amounts of that planned income for each segment of our full-year program.** In my opinion, if we will take these steps, in that sequence, we will determine that the vast amount of our workload should, and indeed must, be handled by staff. **If we do those things, we stand an excellent chance of being fiscally balanced by the end of the 1985/86 fiscal year.**"

**CSD/2:** And if we don't?

**Johnson:** "Bankruptcy ...".

#### COOP'S NOTE:

There are two conflicts, brought out in the preceding interview, which beg additional study. SPACE Chairman Johnson notes that he was unable to secure a second for his motion requesting routine reports from the Treasurer at future Board meetings. **Secretary Wysong** tells us there is no record in the minutes of such a motion being offered. Yet two other members of the Board, present at the Chicago meeting, do recall Johnson offering the motion. Both recall it came up during a 'heated debate' between Brown and Johnson and note they were '**fearful of seconding the motion**' because of what they perceived as 'taking sides in a polarized situation.' The motion, or non-motion, died and the official minutes do not reflect it every happening.

Johnson refers to the 'Brown and Finn Budget' as a **BUDGET**. A cover letter, attached to the submission by Brown and Finn, characterizes the three page document as a 'shopping list' of services Brown and Finn offered to SPACE, with an estimate of their fees to carry out the objectives. The same cover letter suggests **the Board** determine **what** the goals and objectives of the trade association would be in the new fiscal year **and select those items** it wished pursued. Johnson saw the Board's reluctance to deal with the 'shopping list' as a weakness of the Board. In his mind, the submission from Brown and Finn **was an operating plan** for legal and legislative activities in the new year. Brown and Finn, apparently mindful that copies of the 'shopping list' now abound throughout the industry, defend the list as a 'submission to the board for approval.'

Open 'page space' in CSD/2 for August 15th (available while the ballots are still out) is extended to any and every one with an opinion on the opposing sides on this issue. **Material received prior to July 26th** will be considered for publication on August 15th.

## FRIENDS OF SPACE DISCLOSE PLATFORM/ CANDIDATES

During the past 90 days many industry people have been hard at work studying the SPACE structural problem and debating various solutions to that problem. Our interview feature with SPACE Chairman David Johnson in this issue focuses on that question directly. '**Friends Of SPACE**' has been formed as a 'grass roots coalition'

of concerned TVRO industry people who propose sweeping changes in the SPACE direction. Some would characterize this group and its efforts as a step in the democratic process to revitalize SPACE from within, by placing new people on the SPACE Board during the forthcoming SPACE elections.

Friends Of SPACE has created a 'slate of candidates' which it is 'endorsing' in the July/August elections. This list of candidates is united in certain principles which it feels identify it as 'being of the same mind' concerning the rebuilding of SPACE.

CSD/2 applauds this effort and is providing the following text-space so that Friends Of SPACE can acquaint industry members with their 'platform,' their 'goals' and their 'energy.' We understand that an 'opposition slate' is also being prepared under the direction of several members of the present SPACE board. In the interest of fair-press, CSD/2 will make similar space available to individual members of the present board (**4 of the present Board Members are included** on the 'FOS Slate') or any coalition of such members which may form between now and the August voting period.

#### AN OPEN LETTER TO THE TVRO INDUSTRY

Dear Friends of SPACE,

We the undersigned are united in bringing about a more open and progressive TVRO Industry through our trade association, SPACE.



We all love and enjoy working in the satellite TVRO business and wish to contribute our time and services as SPACE Board Members so that you and your families can continue saying: "I'm in the **Satellite Business and PROUD of it!**"

As candidates for the 1984 1985 SPACE Board of Directors, we pledge to you that we will be fair, professional, and dedicated in promoting SPACE's goals and objectives. We will open up new channels of communication to everyone in the TVRO industry .... dealers, distributors, manufacturers, consumers, and the press. The new SPACE Board of Directors will never be a private club for individuals who may once have believed that their large financial contributions entitle them to be in a position of power or authority so they can promote their own company's special interests. As SPACE Directors we assure you we will listen to everyone, both pro and con, large or small regarding important industry issues in the months ahead. We believe in the open and democratic process and seek your support.

You have probably felt like many of us over the past couple of years: "SPACE is dominated too much by manufacturers. SPACE is not oriented to the grassroots needs of dealers and distributors. SPACE dues are too high. SPACE needs to do more in nationally advertising and educating the public to the benefits of owning an earth station, etc., etc., etc." Well, if you felt that way you probably had a legitimate gripe. If you did not join SPACE or dropped out of SPACE because of your beliefs we understand why... because many of us once did too. But we hope we can convince you to once again actively support and be a member of SPACE.

We must all unite and do it as soon as possible .... because as they say "United We Conquer. Divided We Fall." **Start to look at SPACE in a new and positive way ...** but just don't look in from the outside. join SPACE if you are not a member and if you are a member, become more active and go out and get others to join. Pick up your telephone now and call the new and dynamic SPACE Executive Vice President, Chuck Hewitt (703-549-6990) and tell him what's on your mind; he wants your input and support. Or, call any of the Friends of SPACE

Director Candidates and tell us what we can do to make our TVRO Industry better. **Do it now, we want to hear from you!** Become involved and look to a better tomorrow for your company and our TVRO Industry.

In the past few months SPACE has gradually started to improve. Friends of SPACE supports and applauds these improvements. We have a new Executive Vice President, the trade show issue has been solved (largely through the efforts of Chuck Hewitt), there are now 25 Director slots divided as 12 Manufacturers/ 6 Distributors/ 6 Dealers/ 1 SMATV, we have introduced exciting new TVRO legislation in Congress, the major TVRO Magazine publisher's are supportive of a better SPACE. Also, dealers are becoming more involved again, TVRO sales are tremendous, manufacturers have started to take more pride in building quality products, distributors are becoming more receptive to the needs of their dealers.

**However, we still all have much to do.** Don't be apathetic any more and think that you can let others foot the financial costs and other responsibilities of promoting SPACE and the TVRO Industry while you sit back and reap the benefits. We need unity and we need you now. Start to look upon your SPACE membership and dues as **a legitimate and required part of doing business** in the TVRO industry. Think of your SPACE dues as an insurance premium in keeping you in business. As an example, what would happen if a fire destroyed your home tonight and you forgot to pay your homeowner insurance premium... like many of us working folks, you would soon face financial disaster. Or what would happen if people didn't pay taxes and there was no fire department to save you as your house burned down? Well, the same can happen to us in the TVRO industry; legislation could put us out of business, the courts could, zoning could, poorly trained and un reputable dealers could sour the public on us, shoddy and non-standardized equipment can give us a bad reputation, and so on. **Being responsible is what we're asking of you.**

We have put together the following primary objectives that we will implement if elected to the SPACE Board of Directors. This list is far from being finalized or cast in stone ... it's here for you to comment upon and add to or subtract from. Again, **we will serve as your elected representatives** and can only do what you wish us to do.

Friends of SPACE is a grassroots coalition of dedicated and sincere manufacturers distributors dealers consumers united to bring about a more open and dynamic TVRO industry for ALL. We wish to achieve the following major objectives:

- 1) To greatly expand membership participation in SPACE through the creation of ten regional affiliated associations (U.S. and International) and eight active SPACE committees (one of the committees would be a "Dealer Council," another would work on standards, one on PR and education, etc.). To restructure the current "High" dues for dealers. We favor a "bottom up" trade association rather than the present "top down" quasi-democracy now in effect.
- 2) To re-structure SPACE bylaws to reflect a greater concern for the TVRO consumer's "right to view" and "right to install" earth station equipment. To support the important current legislation before the U.S. Congress to establish satellite TV viewing rights. To support a more direct approach to earth station zoning matters with greater dealer participation. To get the best "value" in our lobbying and legal efforts. To support the current Section 605 Wichita court case.
- 3) To create an industry supported program to "certify" capable installing TVRO dealers and TVRO electronic repair persons. Friends of SPACE believes that the industry must help professional dealers identify themselves as "pro's" in our field, to eliminate consumer confusion caused by **amateur installers** and salesmen of home TVRO systems. To better train and educate dealers, distributors, and manufacturers to sound management practices, selling and marketing techniques, servicing, etc. through trade show seminars and regular satellite teleconferences.
- 4) To allocate a sizeable portion of the annual SPACE budget for the purpose of creating a responsive "consumer awareness" of home satellite earth stations. The more people who know about TVRO and its benefits, the more that will buy. Do this via

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extensive free PR, television appearances, cross country speaking tours, satellite teleconferences. Use paid "generic TVRO advertising" in newspapers, national magazines and television that would employ an 800 telephone number to refer potential customers to their nearby SPACE Dealer. Tie-in to local ads.

- 5) To obtain from manufacturers a commitment in product design excellence and quality. To work with the EIA and other groups in developing home TVRO equipment industry standards, and testing procedures. To work with the EIA in developing accurate TVRO industry statistics. To develop a code of ethics for: dealers, distributors, manufacturers ... and set up a fair review process to hear unethical behavior cases.

**There are three things we want you to do now:** 1) **Think seriously** about what you have just read. 2) **Call us** with your comments, and 3) **Vote for** the Friends of SPACE Director Candidates. Thank you for your support.

**ED GROTSKY** Arunta/602-956-7042. Arunta has led the battle against restrictive zoning problems and manufactures TVRO receivers and accessories.

**JERRY MOORE** Gould-Dexcel 408-943-9055. Dexcel pioneered the first specific-for-TVRO LNAs and LNC receivers. **Note:** Moore is on the **present board**.

**HANS GINER** Luxor North America 206-451-4414. Luxor is a world-wide supplier of TVRO hardware.

**DAVID JOHNSON** Paradigm Manufacturing, Inc./916-365-9131. Paradigm Paracclipse pioneered mass-produced mesh antennas. **Note:** Johnson is the **current Chairman** of the Board for SPACE.

**GUY DAVIS** Uniden/714-898-0576. Uniden is a world leader in high technology communication products.

**DOUG DEHNERT** USS-United Satellite Systems/218-681-5616. USS is a veteran of the TVRO industry having begun antenna manufacture in late 1979 and electronics in 1980.

**GEORGE JONES** Conifer/319-752-3607. Conifer has been a leader in developing packaged TVRO systems and TVRO marketing programs.

**BRIAN WARD** Electrohome/519-744-7111. Electrohome, a **Canadian company**, has been a leading builder of private-labeled TVRO receivers since 1980.

**BRUCE SMITH** M-A COM 603-424-4111. M/A-COM's Omni Spectra operation is a segment of the M/A-COM family of firms that includes the HBO selected LinkAbit scrambling service for 4 GHz.

(NOTE: 3 other Director candidates to be announced.)

## 2) Distributor Director Candidates

**STAN LEAF** SRC Industries 503-899-7261. SRC is a strong regional distributor. **Note:** Leaf is on the **present board**.

**MIKE SCHROEDER** Consumer Satellite Systems/317-845-4400. Consumer is a well regarded distributor noted for dealer support.

**GARY KISTINGER** Satellite Video Services/518-678-9581. SVS is one of the strongest distributors in the northeast and supportive of dealers.

**LARRY SWARTZ** Vess Distributing 703-254-1776. Vess came into TVRO from NASA and has sophisticated marketing experience.

**TOM COX** Cox Enterprises 615 354-3471. Cox specializes in serving 'small dealers' and was named 1983 Distributor Of The Year.

**RICK HEBERT** C.S.E. Satellite Equipment/514-562-3741. Experienced **Canadian** distributor.

## 3) Dealer Director Candidates

**KEITH ANDERSON** Skytronics/602-956-1977. June 1984 Dealer of the Month, experienced western dealer.

**CHARLIE BROWN** Lefler & Brown TV/309-289-2829. 1983 Dealer of the Year, in TV business 15 years.

**WAYNE MARONG** Harbor Audio 207-236-3640. Highly professional dealer motivated to improve dealer status.

**TOM HARRINGTON** Universal Electronics/614-866-4605. One of first dealers (1979) and experienced, professional businessman.

**GERRY McCANN** McCann Electronics/504-837-7272. Director of ISCT program to certify TV and radio technicians and education motivated.

**ED BERKOFF** 20th Century Satellite 416-833-3150. A leader in the movement to coordinate **Canadian** dealers.

## 4) SMATV Director Candidate

**JOHN FORSTER** US Satellite Services/612-340-0484. An established operator of private cable service.

**Suggestion:** Retain this list if you are a SPACE member to help you identify the 'Friends Of Space' slate/group when you receive your election ballot.

DISH  
IT OUT!

ON THE TABLE: 'Dealing With Mass Merchandising,' and, 'Establishing Equipment Standards'

THE OPPORTUNITY TO SPEAK OUT ON ISSUES FACING OUR INDUSTRY TODAY.

The July 1st edition of **CSD Magazine** carries a number of letters in the correspondence section which are exceedingly critical of OEM's who allow their products to be sold through 'direct mail' merchandising firms. Dealers are concerned that with the sudden proliferation of direct-selling discount houses their financial ability to survive is threatened. Magazines such as **Orbit**, **STV** and others were cited for carrying advertising which tempts readers to 'buy direct' and bypass their local dealer, at so-called 'wholesale' or 'direct' pricing.

In **Dish It Out** this month we asked our board of advisors to comment on this trend and to suggest solutions, if any are known.

CSD/2 maintains a list of approximately 60 industry people, at all levels, whom we send our basic 'Dish It Out' question(s) to each month, giving them the opportunity to speak out on these issues. We select the most relevant answers for publication here.

Our typical format calls for two questions per month, and then from the answers we elect to deal with one of those two questions, or both, here in our synopsis of comments received. Our second question for this issue of CSD/2 dealt with 'establishing equipment standards' for the industry. We pondered how such a testing and evaluation program might function and who would be responsible for the job. Following up



on the heels of our 1984 'Industry Dealer Survey' (see CSD for July 1st, 1984) both questions are extremely timely.

### GUS WIRTH Delta Satellite Corp.

"Direct mail, or low-price mass merchandising has been with us for quite some time. Certainly, the lower the price, the bigger the market. And, the simpler the product, the simpler the marketing. It is a phenomenon in the electronics business that a product that is built the best, with the least amount of field failures, is often discounted the most. Well built electronics have almost become a commodity since service is not a big factor in a well built piece of electronic equipment.

"The discouraging part of selling some products in the TVRO field, at discounted prices, is that the user does not have the full capability or equipment to install the system properly. A bad installation results in inferior operation and therefore gives the complete concept a bad name. The truth is simply stated:

**'You can always get rid of the middle man, but never his function!'**

"Discounting direct to the consumer does get rid of the Middle Man, however, the function normally performed by the Middle Man (in this case the dealer, or regional distributor or both) must **then be assumed** by the purchaser of the equipment. In the case of TVRO equipment, a minute number of consumers, or users, are capable of installing a down linking system, or even selecting the correct components to give the optimum performance.

"The negative part of mass-merchandising through discounted prices is that **it does set price precedence** and causes confusion in the marketplace. This will, ultimately, result in lower market pricing and tighter profit margins.

"There are some easy cliches to remember which will assist the dealers in fighting the discounters:

- 1) 'Certainly my competitor sells for less; after all, he knows what HIS equipment is worth.'

"Or, this one which suggests that the consumer will recognize quality if his mind is directed in that direction:

- 2) 'If you want good, clean, fresh oats, you pay the price. If you are satisfied with oats that have gone through the horse, that comes cheaper!'

"Any merchandising program which removes the installing dealer from the normal equipment circuit (starting with the manufacturer and ending with the viewing public) is a dis-service to the industry as a whole.

"The reason I state this is not because of my emotional attachment to dealers but rather it comes from my belief that left alone to do their own thinking, the (general) public will screw things up. And many will buy on price and a 'wish' that what they are buying is the correct equipment to do the job. Anyone who doubts this statement has to but

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Hays, Ks. 67601

### BILL MILLER Promar Marketing

look at the advertisements appearing in magazines such as **Popular Mechanics**; there you can order a 'microwave antenna system' for \$200 which is blatantly advertised with phrases such as 'works just like the \$2,000 microwave antennas.' Some are even clearly misleading the gullible public into believing they are getting 'satellite television reception' for \$199 or \$299 or some other equally absurd price. Of course this is nothing but **'MDS'** equipment and it is probably even illegal to be selling it that way at all; not to speak of misleading the gullible public into thinking they are getting a system for **satellite television**!

"One would hope that the general public would not be this easily mis-led; yet the advertisements continue to appear, and often get larger and more mis-leading by the month. But there is more to it than that. The distributor or wholesale manufacturer who is selling to the general public at wholesale prices is obviously in (financial) trouble. How else can you explain his risking alienation of dealers in this most basic fashion? This indicates to me a sickness just under the surface of our industry. One of my acquaintances believes that every industry needs a recession periodically to remove the marginal performers; marginal in any way; sales, quality **or, ethics**.

"Of course the same applies to dealers and sometimes the distinction between an end user and a dealer can be very difficult to identify. Almost anyone can obtain a resale license and a business license. So when does a person start to be a 'real dealer'? When he installs his own system? His brother's system? His neighbor's system? Perhaps his church's system!

"This is a constant problem for any distributor and PROMAR is no more talented in this area than others. We have a commitment NOT to sell to end users and finally simply refused to sell at all if we were collecting sales tax. We only advertise ONE price and that is for REAL dealers. I will not allow us to handle for distribution any equipment which does not follow this basic concept; which of course limits our income somewhat.

"But, I was making a living honorably before I got into this business and if I cannot do it here, I'll do it somewhere else. Whatever the status, knowledge, appearance or pedigree of a dealer, he is and should remain a representative of OUR industry to the viewing public."

### JOHN KAUL Kaul-Tronics, Inc.

"I believe it is an unhealthy trend to sell direct to consumers. The average consumer is not trained nor educated in the correct methods of assembly, or installation, of the equipment. If this trend continues, it will lead to unhappy performance for systems installed by consumers and ultimately the consumers will give our industry a bad name."

"Direct selling at wholesale pricing is not a healthy trend for the majority of the members of this industry whose business success depends upon the established OEM-distributor-dealer network. However, this direct-selling concept will grow and develop if we continue to ignore the economic concept of 'value added'."

"**'Value added'** simply means that if you increase the price which somebody must pay for a product, they must perceive the value which you have added to the product as it passed through your hands. Dealers must 'add value' by providing good sales outlets, quality installation and dependable service. Distributors must provide local assistance to the dealer. They must maintain 'local stock,' provide

### MICHAEL R. MOUNTFORD Earth Terminal TV, Ltd.



technical and sales assistance, as well, to back up the products they sell.

"These are good, common-sense, business practices and there are several more. This industry is technical and the average consumer cannot, nor does he want to do it himself. However, there ARE those who will, if the value (of the dealer) is not obvious and is not there. **We must give the consumer something for his money!**

"Additionally, all of us who are a part of the OEM-Distributor-Dealer network must utilize it. Those firms who seek to circumvent this network at any and all levels should NEVER be supported by a company which provides a good value-added service. If a dealer cannot see the benefit of dealing with a dependable, local, distributor, why should the consumer be expected to see the value in dealing with a local dealer?"

### RAY WILLHOITE Antennas Unlimited

"If the consumers begin to get the TVRO equipment direct, the problems we have in this industry today will become twice as bad. We already have plenty of problems here in Kentucky with the tremendous number of people who 'say' they are in this business as dealers. We spend a large percentage of our time following behind these so-called dealers straightening out installations they messed up by thinking they were qualified dealers, or by telling their customers they were qualified dealers. Any marketing system that increases this type of activity is not in the best interests of our industry."

"Speaking as a TVRO distributor, I feel that selling direct to the public as a distributor or manufacturer is **wrong**.

"Our industry needs to mature and act like other industries that have been around for a number of years; maintaining our three tier distribution system (manufacturer/OEM, distributor, and dealer). This system has proven to be the best and most profitable for all three levels of sales in the chain.

"In this chain, the manufacturer should sell ONLY to the distributor and should not advertise or sell to the dealer nor the public. The manufacturer should also back up the distributor with co-op advertising, and fast, efficient service. The distributor, on the other hand, should not compete with the dealers by selling directly to the public, and the distributors should pass the co-op advertising on to the dealers. The distributors must also assume the responsibility for training, and, trouble shooting for dealers; and the manufacturers should stay out of this area of business. The dealers, in turn, should be looking for distributors who operate on this philosophy.

### THOMAS H. SPESSARD Teknasat

"**Dealers are the only ones that should sell directly to the public** and the dealers should do the consumer-level advertising. The major publications need to help, not hinder, in this endeavor. They need to accept advertisements that address the consumers, and which are clearly retail in nature. Publications that address other segments of our business should accept advertisements that address dealers, from distributors, and, address distributors from OEMs. The manufacturer should advertise their products with the names and addresses of their distributors.

"If we can all pull together towards the same goal, we can turn this industry into the giant it is supposed to be. If we don't all pull together, putting out short-range dollar interests aside, and look to the long-range growth dollars, it will cause a substantial delay in realizing our total goal of becoming a multi-billion dollar industry."

**Our second question this month**, before our advisory group, deals with 'equipment standards.' Much has been written, of late, about standards; **what** they might consist of, **who** would set those standards, **how** they might best be policed. We have a dialogue going, but as the following comments suggest, we are still some

distance from focusing clearly on the 'standards problem.'

**WIRTH:** "Setting up equipment standards is usually far simpler than regulating the standards. We have all witnessed the stereo power fight where watts were interpreted as 'music power' and in some cases the channels were 'mixed' together to provide a 'peak power.' It finally took action by the Federal Trade Commission to force use of RMS power and even then these standards had to be monitored throughout the advertising world.

"Standards in measurement must be done by the industry; or, it will ultimately be done by government. Specmanship is something anyone in a technical field must learn to live with, and cope with. But it certainly must be controlled for our market to mature and for every step in the distribution to make intelligent buying decisions. I certainly feel that the manufacturers should have some sort of (uniform) standards for testing, and these standards should be 'shared' with the balance of the industry. Certainly there are standards set forth by some associations, such as the EIA, for many of our common electronic products. These same type of standards, and manufacturer reference to standards 'as measured according to EIA standard X', would be an excellent starting point.

"However, I am concerned for now with our 'nomenclature' problems. As in every new and growing industry, the 'in crowd' sets some jargon to elevate themselves into knowing a 'foreign language' so as to exclude those who are not in the industry, or, 'the in group.' Allow me one example: Good diamonds sparkle, new cars sparkle, but satellite pictures (according to our jargon) should NOT sparkle (!).

"Before we find ourselves with a large dealer group attempting to set standards, I would suggest we first attempt to come to grips with a standard set of **defined terms** so that at the very least we can all be singing out of the same hymn book when the standards are set."

**KAUL:** "I believe it is important for the industry to have equipment standards. However, it is very difficult to have dealers agree on standards. I think the standards should be worked out by SPACE, and, the new organization NASEM (National Association of Satellite Equip-

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**Tuesday, August 14**

Satcom F4 Tr 8

9 p.m. Eastern

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ment Manufacturers). It should come, but it must be carefully worked out."

**SPESSARD:** "As a distributor, I feel that the input of the dealers, who have the final consumer as their client, is very important. However, they can only rely on their distributors or advertisements for a complete overview of the available equipment on the market."

"Therefore, I feel a viable solution would be for the manufacturers and distributors to establish the standards, but with input from dealers in the form of questionnaire forms submitted quarterly."

"The distributors are the ones who have the best opportunity to see the greatest variety of equipment, and evaluate its performance. In the three tier distribution system, the distributor must bear the burden of taking the lead in establishing and maintaining standards. We are the ones who should insist that the manufacturers make only quality equipment that has a low failure rate, and that repairs are handled fast and the supply steady. If these standards are not main-

tained, then the distributors, as a group, should not stock the offending equipment. This in turn will force the OEMs who do not comply to increase their own 'standards' so they are able to maintain their important distributor relationships."

"The dealers should, in turn, keep the distributors informed of the 'needs and wants of the consumer' and then it is up to the distributor to take those digested dealer inputs to the manufacturers. This will in turn set industry standards for performance which will benefit us all."

**Readers with differing views** are invited to submit them to 'CSD/2 Feedback', P.O. Box 100858, Fort Lauderdale, FL. 33310. Readers who would like to become a part on the initial question-response process should contact Carol Graba at CSD/2 (at above address) requesting that you be added to the 'Dish It Out' advisory group list. This will automatically place you in the 'stream' to receive the CSD/2 questions each month.

CSD

FEED  
BACK

THIS MONTH: Measuring Mesh Drag

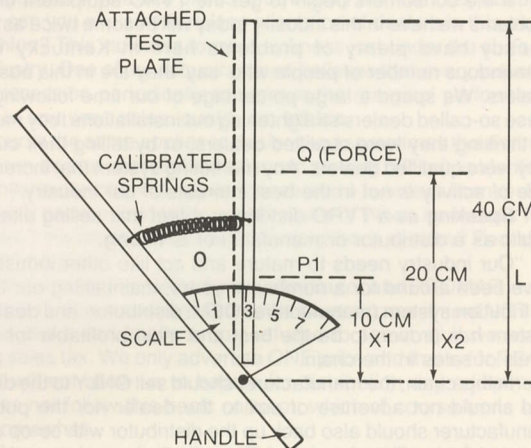
#### Feedback

Recent interest in the structural integrity of mesh-surfaced dishes has led to a considerable amount of controversy within the industry. In **CSD/2 for June 15th**, we published a number of comments, in our "Dish It Out" section, from industry members concerning the apparent ability of a mesh surfaced dish to allow some amount of 'wind pressure' to flow through the mesh surface, thereby reducing the actual amount of 'wind loading' on the surface. This series of comments was provoked by a letter appearing in the **June 1st** edition of **CSD Magazine** where industry pioneer antenna builder David Brough (Commander Satellite Systems) suggested that mesh antennas are not as opaque to wind as some of the advertisements would have you believe. We commented at the time that a number of careful research studies of the opaqueness of mesh to wind were underway; and indeed they are. Another industry scientist, **Jan Spisar** of Spisar Engineering, Ltd. in Ontario applied common sense to the problem at hand and created his own 'wind resistance' measurement system to evaluate the wind pressures one would find against a mesh surfaced dish at various wind speeds. The following material is supplied by Spisar for your consideration.

"I have been fascinated by this subject for some time. When I saw the extent to which this controversy had boiled in CSD and CSD/2, I immediately dropped all other R and D projects to concentrate the resources of Spisar Engineering on this important subject. Just what is this mystery of solid-plate versus mesh surfaces? I immediately went to our computer and quickly realized two things:

- 1) Our computer is not sufficiently advanced to give me a 'print out' of the mathematical analysis of the problem, and,
- 2) After a short attempt, I realized that my own knowledge of aerodynamics is not adequate to deal with this problem.

We do, however, have a car and after a short search I located some six feet of 1/4" tubing, two rubber bands, a piece of 1" x 3" x 8" plywood and a section of cardboard to build a 'scale.' The 'test fixture' was assembled as shown in the drawing. In addition to this, we acquired a pair of 20 cm by 40 cm pieces of solid aluminum, and, mesh (window screening).



$$\text{SURFACE } S = h \cdot L \\ P1' X1 = Q \cdot X2$$

TOTAL MOMENTUM:

$$M = \int_0^L \frac{Q}{h \cdot L} \cdot h \cdot X \cdot dX \\ = \frac{Q}{L} \left[ \frac{1}{2} L^2 \right] = \frac{1}{2} Q \cdot L$$

AND

$$Q = \frac{2 \cdot P1 \cdot X1}{L} = 2 \cdot P1 \cdot \frac{1}{4} = \frac{P1}{2} \text{ lbf}$$

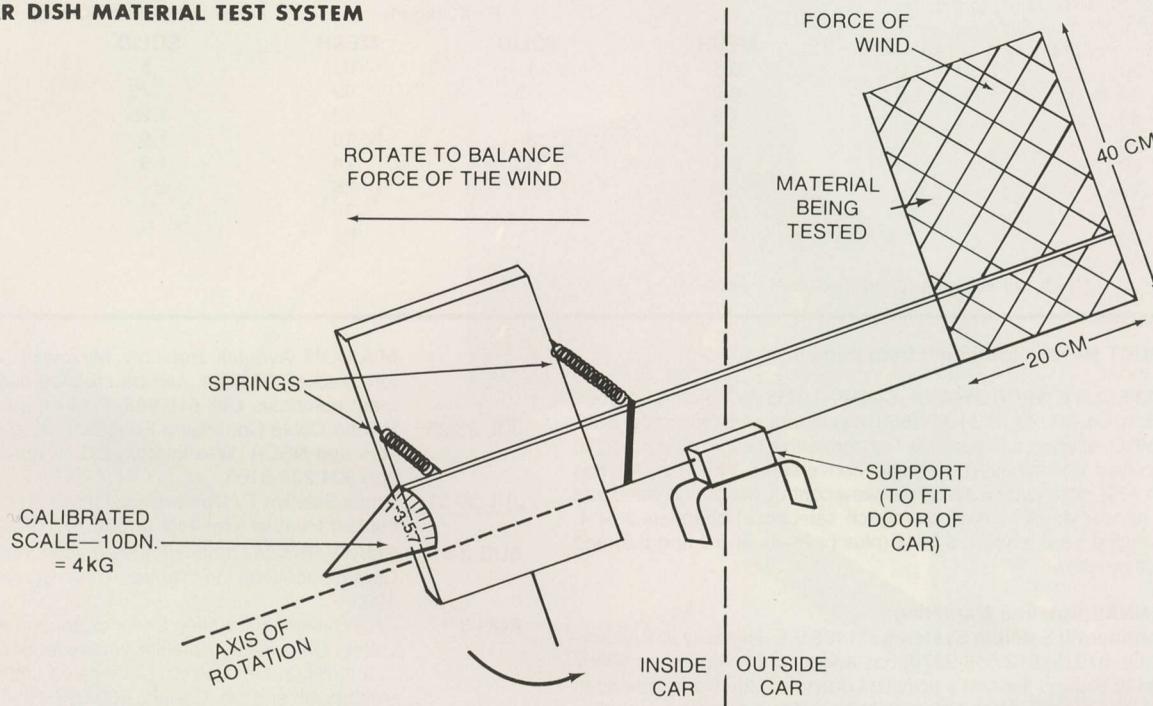
The drawing should be self explanatory; when the 'wind vane' is exposed through the open window of the car, the pressure of the air will rotate the plate around the base-axis. The plywood 'handle' is rotated by the scientist operator to oppose this force and to keep the plate vertical (full surface to the wind). The car is driven at speeds of 20, 30, 40, 50, 60, 70, 80, 90 and 100 km per hour. Repeated readings are recorded and averaged. This is done for both the solid plate and the mesh surface(s).

A graph here, plus a table, shows the results. The difference is obvious. The relationship is quite 'smooth' and no 'filling effect' was detected with the mesh. I was, personally, quite surprised and even amazed by the difference. **The mesh is far more transparent to the wind than I would have assumed** without benefit of the tests.

Mathematics for converting the momentum (actually measured) to



## SPISAR DISH MATERIAL TEST SYSTEM

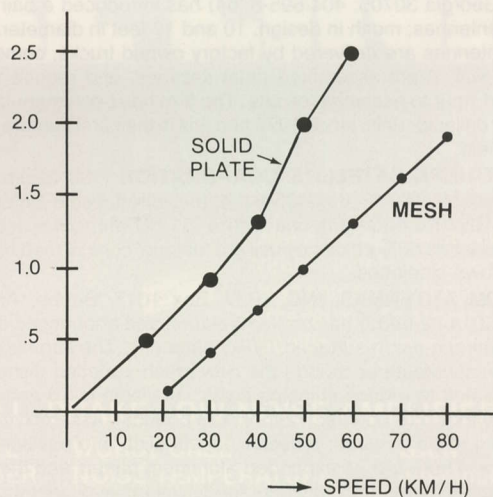


**SCIENTIST** adjusts calibrated dial against force of onrushing wind

the total force produced at different speeds is shown here. I must conclude that the numerous mesh type antennas which were damaged during the wind storm at the STTI show in Las Vegas had to be a function of 'poor luck' with respect to the forces of Mother Nature and not the result of the quadratic relation of the force v/s the speed of the wind.

Jan Spisar  
Spisar Engineering Ltd.  
14351 Airport Rd.  
Caledon East, Ontario  
LON 1EO Canada

**Readers with opposing views AND facts** are invited to communicate them to **CSD Feedback**, P.O. Box 100858, Fort Lauderdale, FL 33310.



**TEST RESULTS/ AVERAGED FROM 3 RUNS**

**Editor's Note:** Spisar's choice of 'window screening,' while an admirable selection given his anxiety to get on with the tests, may actually be a disservice to most mesh dish builders since the material most often selected for mesh surfaces has greater rigidity and a slightly larger 'open area' than common window screen mesh. These tests, then, would reflect a condition which should be 'worse-than' those experienced with most mesh surfaced antennas. Finally, if the 'mesh' is going to fill in and suddenly become 'a solid,' it is apparent this happens beyond the 90 km/h speed where the Spisar test 'instruments' topped out.



## TEST RESULTS/ Averaged in three runs

Speed (km/h)	Cal. Force P <sub>1</sub> (kg)		Momentum P <sub>1</sub> ·X <sub>1</sub> (kg·m)		EQUIV. FORCE Q (kg)	
	SOLID	MESH	SOLID	MESH	SOLID	MESH
20	1.0	0.5	.1	.05	.5	.25
30	1.5	0.9	.15	.09	.75	.45
40	2.5	1.2	.25	.12	1.25	.6
50	3.0	1.8	.3	.18	1.5	.9
60	3.8	2.4	.38	.24	1.9	1.2
70	4+	2.8	.4+	.28	2+	1.4
80	**	3.5	**	.35	**	1.75
90	**	4+	**	.4+	**	2"
100	**	**	**	**	**	**

\*\*/ Out of scale (beyond instrument abilities)

## PRODUCT NEWS/ continues from page 6.

**SATELLITE MICROWAVE CORP.** (1055 W. Victoria Street, Compton, Ca. 90220; 213/637-3663) has introduced their model SMC 380 TVRO receiver, a Korean built system with a built-in modulator, 70 MHz output downconverter (single conversion). The receiver has built-in AFC, polarization interface, skew control, baseband video and audio as well as RF output on (switch selectable) channels 3 or 4, audio tuning from 5.5 to 7.5 MHz (plus pre-sets at 6.2 and 6.8) and video inversion.

**ANTENNAS/Antenna Marketing**

**Continental Satellite Systems** (11485 S.E. Highway 212, Clackamas, Or. 97015; 513/656-9878) has added a new 'world marketing' division to expand the firm's activities outside of the North American market. The project is headed up by Michael Brocklehurst, an international marketing specialist from England with extensive experience in marketing in more than 60 nations of the world.

**MANUMARK, INC.** (P.O. Box 190, Browns Bridge Rd., Chatsworth, Georgia 30705; 404/695-6764) has introduced a pair of new TVRO antennas; mesh in design, 10 and 12 feet in diameter. Manumark antennas are delivered by factory owned trucks, come in two cartons with 8 pre-assembled petal sections, and require approximately 1 hour to assemble on site. The firm has been manufacturing solar air collector units since 1977 and this is their first venture into the TVRO field.

**NORTHERN SATELLITE CORPORATION** (103 South Street, Hopkinton, Ma. 01748; 617/435-9424) has introduced a 1 meter 11.7 to 12.7 GHz Ku band antenna with a .51 f/D and offset feed. The antenna claims 80% efficiency using a 'unique' conical feed horn with 20 dB-down sidelobes.

**ODOM ANTENNAS, INC.** (P.O. Box 1017, Beebe, Arkansas 72012; 501/882-6485) has broken tradition and announced a pair of new aluminum-mesh-surfaced TVRO antennas. The large fiberglass antenna manufacturer reports the new mesh surfaced dishes have been created to reduce shipping costs. Available in 10 and 12 foot sizes (10 foot; 115 pounds, 12 foot; 125 pounds), assembly requires no drilling, clips or wires; reflector panels slide into position during assembly. There are 24 expanded-aluminum panels and the dishes are designed for buttonhook/linear feed systems and polar mounting.

**SCANSTAR** (8430-196th Street, Langley, B.C., Canada V3A 6Y3; 604/888-2075) has a 3 meter polar-mounted fiberglass antenna using reinforced plastic designs. The antenna is sectionalized into four segments for shipping, has a heat dissipating surface, perimeter TI interference shield to cut down on terrestrial interference, an f/D of .379 and typically requires 45 minutes of installation time with a two man crew. A quad-pod feed mount and polar antenna mount are standard. The dish proper weighs 135 pounds.

**CALENDAR/** Through August 31st

- JUL 20/22: SMATV/Private Cable workshop sponsored by Burrall Communications, in Boston. Contact 608/873-4903.  
JUL 21/22: Echosphere Dealer Seminar, Hyatt Regency, Knoxville, Tn. Extensive hands-on seminar with Taylor Howard,

M A-COM, Avantek, Bob Luly, Microwave Filter, Houston Tracker. \$50 fee, can be credited towards equipment purchase. Call 615 966-4114 for information.

JUL 23/25: Private Cable Continuing Education; Eagan & Associates and NSCA. Washington, DC; contact Larry Hanon 904/237-6106.

JUL 30/31: Home Satellite TV Conference, University of Wisconsin; contact Heather Goldfoot at 608 262-6512.

AUG 3/5: SMATV Private Cable workshop sponsored by Burrall Communications, in Kansas City. Contact 608/873-4903.

AUG 3/5: SRS Satellite Reception Services second annual Great Lakes, Ohio Valley Satellite Technical Showcase, Plymouth Hilton Inn, Detroit. Certificated seminars Aug 3, exhibits 4th and 5th. Contact 800 592-1956 nationwide, 800 592-1957 in Ohio.

AUG 14: KAUL-Tronics dealer seminar, televised, 9PM, F4, TR8.

AUG 13/15: Wespercom Western Satellite Show, Reno, Nevada. Contact Evelyn Kessler at 503/389-6611.

AUG 21/23: Jerrold Technical Seminar, Denver. Contact Kathy Stangl. 215/674-4800.

AUG 27: Satellite Showcase '84 two hour industry TV special, 8PM, F4, TR8.

AUG 28/31: Sixth Annual Satellite Communications Users Conference, Louisiana Superdome, New Orleans. Contact 303/694-1522.

AUG 30: Satellite Showcase '84 two hour industry TV special, 10PM, F4, TR8.

**BIRD ACTIVITY UPDATE**

**120°W/SpaceNet:** Horizontal transponders (odd numbers-same as Westar 5 at 122.5°W) have video on 1, 11, 13 with additional expected shortly. Signals **NOT up to** expected levels inspite of 8.5 watt transponders. Vertical side (even numbers) are 72 MHz wide (double width) although they may be run in 'half transponder' format (36 MHz wide each half). Quartz-locked receivers will have particular problems with this.

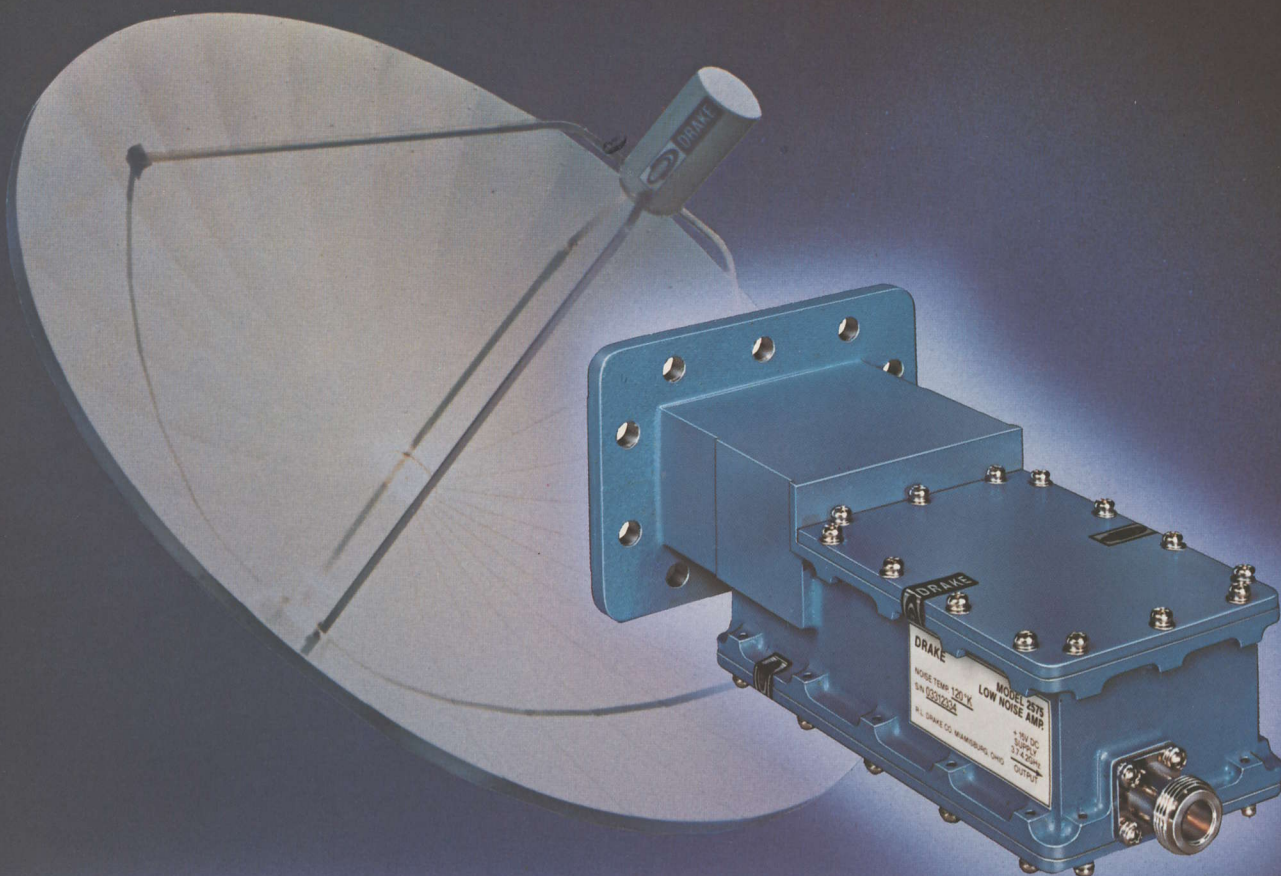
**DEALER CONTEST WINNER**

Our recent July 1st edition of **CSD** reported the tabulated results of what was ultimately nearly 250 dealer survey packets. Our May 1st edition asked dealers to spend typically 30 minutes completing five pages of detailed questions concerning their operations. From those survey forms came a tremendous wealth of new, accurate information concerning the 'Typical Dealer Profile.' Now, for the first time, we as an industry know accurately how the typical dealer operates.

**As an incentive to dealers** to complete the forms, we offered a free trip to Provo (Providenciales) in the Turks and Caicos Islands for this winter. The winner, and a travel companion, will be brought from Fort Lauderdale to Provo for five days where they will enjoy not only our quaint Caribbean culture and the tremendous water sports available, but they will also be hosted by CSD and WIV-TV for a complete operational tour of the extensive CSD testing facility and the WIV television (and radio) broadcasting facility.

Here is how we randomly selected the 'winner.' Each five page





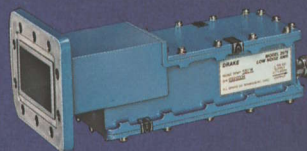
# THE VITAL LINK

## LOW NOISE AMPLIFIER FROM DRAKE

The Low Noise Amplifier (LNA) is the vital link in your satellite earth station, and is often required to tolerate the most demanding environmental conditions. The LNA is probably the most electrically-sensitive component in your system. This means you should take exceptional care in selecting the LNA which will maintain the high performance standards you demand.

Drake LNAs feature an integral bandpass filter and ferrite isolator to reject interfering signals and provide maximum efficiency. Each Drake LNA is tested to assure a nominal 50 db signal amplification under all operating conditions. Conservative noise temperature measurements assure you of a LNA which meets its specifications on all satellite transponder frequencies.

Drake LNAs are environmentally engineered to withstand the elements. Every Drake LNA is supplied with an individual performance report of noise temperature and gain parameters. Most of all, Drake LNAs are built with traditional Drake quality and backed with Drake's famous customer support.



Drake LNAs are available in three models to complement your antenna selection, signal strength footprint, and receiver requirements.

### R.L. DRAKE LOW NOISE AMPLIFIERS

MODEL NUMBER	WORST CASE NOISE TEMPERATURE	GAIN (nominal)
2575	101 to 120 degree K	50 db
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2573	85 degree K or better	50 db

Chances are you'll specify a Drake satellite receiver, too! We're dedicated to making your earth station picture sharp and clear. The R.L. Drake Company has produced quality communications products for more than forty years. Demand a Drake!

See your local Drake dealer or contact us for further information.

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PIONEER MEMBER OF  
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survey form was assigned a sequential number; from 1 to 247. We wrote each number on a small slip of paper and dropped the slips of paper into a container. The container was briskly mixed up to integrate the slips of paper. Then we asked Paradigm Manufacturing's David Johnson, who happened to be on Provo at the time conducting extensive feed and surface tests on some new Paracclipse antennas, to reach into the container and draw out the winning number. The number was then matched to the proper five-page survey form and we had a winner.

And the winner is ....

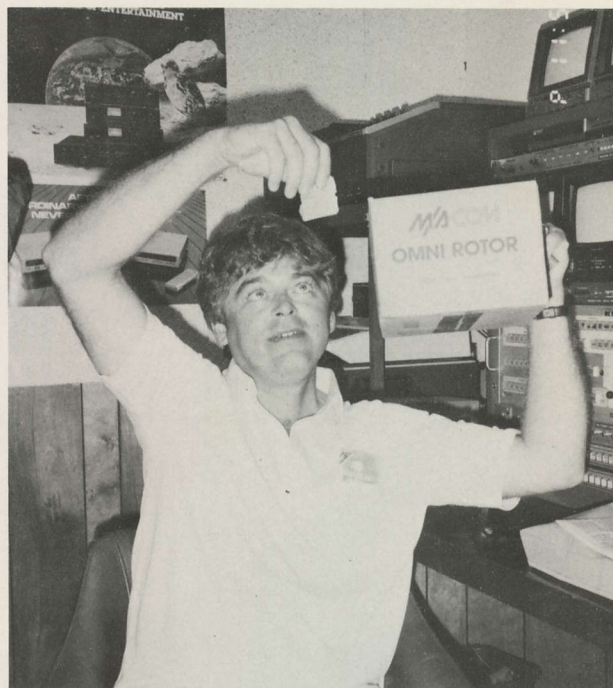
**John M. Salle, Earth Station Naples, Inc., Naples, Florida.**

Our winner has been in the TVRO business 3 years and here is his 'profile':

- 1) Antennas carried / C.P.D., Inc. 10', Janeil Dark Star 12', Prodelin 10';
- 2) Drives carried / MTI 2100 and 2800 units plus the Houston Tracker units;
- 3) Receivers carried / STS MBS, KLM 4 and 10, and the Intersat Baby Q;
- 4) He is averaging one TVRO sold each day (30 per month) and he packages a typical package as follows: C.P.D. 10', MTI 2800, M/A Com 90 degree (50 dB gain) LNA, and a KLM receiver for \$2950.
- 5) They have five full time employees, 3 vehicles for TVRO work, and they maintain a full time retail shop out of which they project sales in the \$600,000 region for the current year.

John's firm belongs to SPACE and they use local banks for financing of systems with approximately 80% of his system sales financed. He feels the 'two biggest problems' facing dealers are (1) distributors who sell to anyone (ie. not qualifying the dealers), and, (2) a lack of quality control from suppliers. His primary distributor is S.T.S. and S.T.S. South.

We look forward to having John Salle on Provo this winter and will report on his visit in an issue of CSD/CSD-2. Congratulations to John Salle and Earth Station Naples!



**SPACE CHAIRMAN David Johnson makes a random selection of the 'winning number' for the CSD 'Dealer In Paradise,' and John M. Salle is on his way to CSD's Provo facility. Next winner will be drawn in Nashville as a part of the CSD/Industry Fifth Birthday celebration; be there!**

<b>M/A COM</b>	<b>Prodelin</b>	<b>Omni Spectra</b>	<b>Comm/Scope</b>	<b>INTERSAT</b>	<b>LUXOR</b>
<b>WINEGARD</b>	<b>CONIFER</b>	<b>WILSON</b>	<b>AIMERS BY DRACO</b>	<b>Commander</b>	<b>MICONA</b>



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The complete answer to satellite dish movement and polarotor control. Up to 64 satellite locations with microprocessor accuracy of position and polarotor. Easy to use — simply turn the knob until the satellite reads out and push "GO TO." The Aimer III does the rest. Built-in power supply — low profile — superb styling.



## AIMER II

Precise antenna movement with push button ease. Built-in power supply, dynamic breaking. A solid solution to low cost dish power positioners.

## POWER ACTUATOR

Designed and built for satellite dish movement. Sealed tubes, solid lubrication, gimbal rod end, Timken roller bearings, anti-jamming. Rated at over 2000 lbs. The Draco Power Actuator operates at 12 to 36 volts with self-resetting current protection. Infrared light eruptors are impervious to all electrical interference. Positively the best Actuator built.

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Phone: 414-377-0770  
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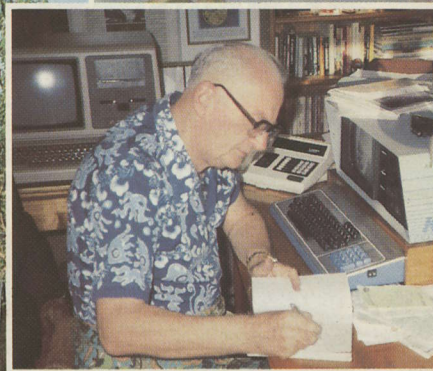


## Arthur C. Clarke: A Brilliant Prediction

The 4.8 meter under construction.



Arthur Clarke in his study.



Arthur C. Clarke (r.) with David Johnson of Paradigm and the new 4.8 meter Paraclipse.

12 years before the launch of Sputnik, 17 years before the first communications satellite and some 30 years before the first experimental broadcast satellites, Arthur C. Clarke published his now famous technical paper in the British scientific journal *Wireless World*.

In his article titled "Extra Terrestrial Relays" Clarke described with near perfect precision the very same telecommunications satellite system we use today. For his brilliant theoretical work, Clarke has received awards and honors from all over the world. The Clarke Orbit Belt is named for him.

In November of 1983 an international group of 29 industry-related people lead by publisher Bob Cooper, traveled from all over the world to Colombo, Sri Lanka where Clarke lives.

For 4 years Bob had championed the idea of industry representatives donating their equipment and energies toward the building of a satellite earthstation at Arthur Clarke's home.

The response from the industry was so unanimous and overwhelming that the gesture soon grew to include two systems for the Arthur C. Clarke Center for Modern Technologies at the nearby university, in addition to the system for Mr. Clarke's home.

We at Paradigm Manufacturing feel especially proud about being asked to participate in the journey and at having our equipment chosen as the hardware to be installed at Arthur C. Clarke's home.

**Paraclipse**  
HIGH-PERFORMANCE  
SATELLITE TELEVISION SYSTEM